1984 Market Data Book

Year of the turnaround

For many in the automotive business, 1983 was the turnaround year they had been waiting for.

For auto makers, it was a year of renewed financial strength.

For original equipment suppliers, it was a year of rising shipments of components and materials.

For car and truck dealers, it was a year of getting down to the business of selling vehicles.

For many auto workers who were idled during the long downturn of the early '80s, it was a year of returning to their jobs.

Making it all possible were improvements in the U. S. economy. As inflation rates and unemployment dropped, consumers gained confidence, car and truck sales jumped, and company balance sheets turned from red to black.

General Motors and Chrysler Corp. posted record earnings. Ford Motor Co.'s financial showing was called the largest one-year turnaround from a loss position in U. S. corporate history. American Motors in the last three months of 1983 savored its first quarterly profit after 14 straight quarters of loss.

But the economic upturn wasn't the only reason for these glowing achievements. They resulted also from corporate restructuring that increased operating efficiency and reduced costs; from fundamental changes by the auto companies in their relationships with employes, suppliers and dealers; and from scrupulous attention to business basics in the pursuit of product quality and customer satisfaction.

Because the automotive business is cyclical, continued success is no sure thing. But it is believed 1984 will be another good year for the industry, as the economy keeps churning and consumer confidence keeps building.

It's a good feeling that's been a long time coming.

Keith E. Crain

Keith E. Crain
Publisher and Editorial Director

Contents

PRODUCTION 3
U. S. auto makers in 1983 built 6.8 million units, best annual count since 1979. Truck output of 2,375,000 was the best showing in four years by domestic manufacturers.

SALES/REGISTRATIONS 19
Domestic companies in 1983 chalked up their best new-car sales year since 1979, and importers enjoyed their second-best year in the U. S. market.

PRODUCTS/SPECIFICATIONS 41
Car and truck manufacturers in 1983 continued their multi-billion dollar spending programs to bring new and exciting models to market, as performance staged a rousing comeback.

PRICES 57
While price increases were fewer and farther between in 1983 than in "sticker shock" years, U. S. auto makers made the most of rising consumer demand for big cars.

OPTIONS/EQUIPMENT 65
American consumers still love to load up their new cars with power, comfort, convenience and luxury items, and demand for electronic options keeps right on climbing.

MANUFACTURERS 73
Domestic auto manufacturers emerged from the long recession leaner, tougher and more competitive in 1983, a year of sales improvement and return to profitability.

DEALERS 79
For franchised new car and truck dealers in the U. S., 1983 was an upbeat period. For the first time since 1955, there was an increase in the number of domestic dealerships.

SUPPLIERS 87
The recovery in car and truck sales brought welcome business to suppliers of auto manufacturers, many of whom reported increased production during 1983.

DIRECTORIES 93
The automotive business is vast and filled with people on the move at manufacturing and supplier companies, dealerships, advertising agencies and auto-related associations.

ET CETERA 193
Scrappage of cars in the U. S. declined in 1983, the median age of the nation's auto population hit 6.5 years, prices of used cars were strong and new-car inventories were low.

Automotive News
The weekly newspaper of the industry

Established in 1925
Published every Monday by Crain Automotive Group, Inc., a Division of
CRAIN COMUNICATIONS, INC.
DETROIT, MICH. 48207
Cable Address—TWX 810-221-5122 AUTNEW
965 East Jefferson Ave. Telephone 313-567-9520

NEW YORK	WASHINGTON	CHICAGO	LOS ANGELES	AKRON
10017	20004	60611	90048	44313
220 E. 42nd St.	814 Nat'l Press Bldg.	740 Rush St.	6404 Wilshire Blvd.	34 North Hawkins Avenue
212-210-0100	202-662-7200	312-649-5256	213-651-3710	216-836-9180

CRAIN AUTOMOTIVE GROUP, INC., a Division of
CRAIN COMMUNICATIONS, INC.

Mrs. G. D. Crain Jr. — Chairman; S. R. Bernstein — [illegible]man Executive Committee; Keith E. Crain — Vice-Chairman; Rance Crain — President; M. K. Crain — Treasurer; M. P. Crain — Secretary

ABC ☆ABP RED TAG

1984 MARKET DATA BOOK ISSUE

Editorial

Publisher and Editorial Director, **Keith E. Crain**; Editor, **Robert M. Lienert**; Industry Editor, **Al Fleming**; Managing Editor, **John K. Teahen Jr.**; Assistant Managing Editor, **Richard A. Wright**; Truck & Recreation Vehicle Editor, **Jack Walsh**; Service Editor, **Francis J. Gawronski**; Engineering Editor, **Roger Rowand**; European Editor, **Richard Feast**; Marketing Editor, **Joseph J. Bohn**; Financial Editor, **Kathleen Hamilton**; Labor Editor, **Marjorie Sorge**; Assistant Truck Editor, **Arthur M. Flax**; Staff Writers, **Jenny L. King, Mary Beth Mayer, Colleen Belli, Richard Johnson, Michelle Krebs**; Reporter, **Daniel F. McCosh**; Staff Photographer/Writer, **Joe Wilssens**; Editorial Assistants, **Maria Meli, Susan Barkume-Larson**; Washington, **Helen Kahn** (Bureau Chief), **Miles Moore, Geoff Sundstrom**; New York, **John A. Russell**; Los Angeles, **Matt DeLorenzo**; Chicago, **Gary S. Ruderman**; Consultant, **Mary Cavanagh**; Art Director, **J. Ian Stewart.**

Advertising

Detroit, **M. Reid MacGuidwin** (Director of Marketing), **Philip L. Buck**;

New York, **Howard Bradley** (Manager), **Thomas J. Collins**;

Chicago, **William Gallagher** (Manager), **James R. Farnan Jr.**;

West Coast, **James S. Mills** (Manager);

Akron, **Dale E. Van Houten**;

Sales Promotion, **Penelope A. Geismar** (Manager), **Patricia A. Hollinger**;

Advertising Production, **Robert C. Adams** (Manager), **Eileen Parsons**

Typography & Composition

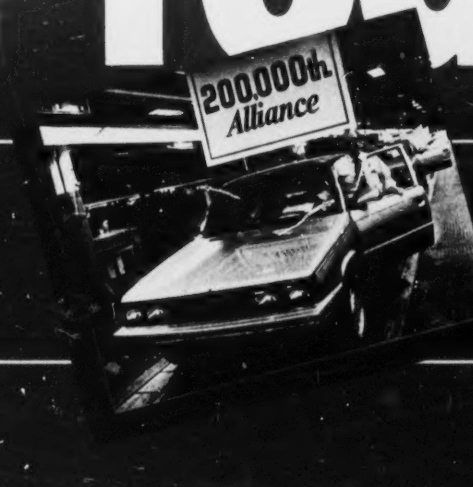
Larry Williams (Mechanical Superintendent), **Jim Abbamonte, Vincent Agius, William Beers, Larry Bennett, Donald M. Berkseth, John J. Cadariu, Andrew Spanos, Angelo Spanos**

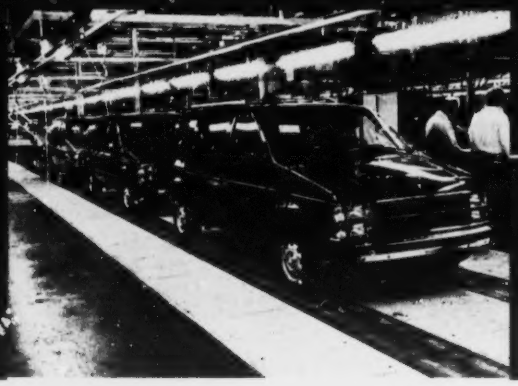
Cover photo credits: American Iron & Steel Institute, Chevrolet Motor Division, Chrysler Corp., Ford Division, Nissan Motor Corp. USA, PPG Industries.

59TH YEAR—NO. 5019

Automotive News (ISSN 0005-1551) is published weekly except semi-weekly fourth week in April at 965 E. Jefferson Ave., Detroit, Michigan 48207. Second-class postage paid at Detroit, Michigan, and at additional mailing offices.

Production





Car and truck output in U.S. best since 1979

The U. S. auto makers witnessed a recovery during 1983, boosting car production to 6.8 million units. That tally was 36 percent ahead of the nearly 5 million built in 1982 and represented the best year since 8.4 million cars were assembled in 1979.

It was a steady uphill climb throughout the calendar year with the biggest increases posted in the final three months. In the fourth quarter, 1.9 million were built, a whopping 58 percent boost from 1.2 million built in the final quarter of 1982.

While market demand for the new domestic cars at 6.8 million units wasn't a record, the long overdue recovery was strong enough to allow the auto makers to all but eliminate rebates and other incentive programs by year's end.

The demand for full-size cars led auto makers into operating frequent overtime schedules, which caused unwelcome concerns from the United Automobile Workers and even prompted a strike at a Chrysler Corp. stamping plant in November. The demand for small cars was less than anticipated.

For the calendar year 1983, American Motors/Renault produced 200,000 new passenger cars, up from 110,000 in 1982, due to the success of Renault Alliance and Encore. Chrysler Corp. built 900,000 cars in 1983, up from 600,000 the previous year.

At Ford Motor assembly plants, 1.5 million cars were built, up from 1.1 million in 1982. Last year General Motors produced 4 million cars in the U. S., up from 3.1 million the previous year.

Newcomer Honda of America Manufacturing Inc. produced 50,000 Accords in its first full-year of production in the states. Honda had built 600 cars in late 1982. Volkswagen of America built 100,000 Rabbits in 1983, up from 84,000 in the previous year.

Domestic truck producers enjoyed their best year in four years. The makers assembled 2,375,000 trucks, 25 percent ahead of the 1.9 million built in 1982 and the highest total for the year since the makers finished 2,975,000 in 1979.

Like car production, truck production showed the biggest gains of the year in the final three months. Fourth quarter production of 680,000 units was up 71 percent compared with 397,000 trucks built in the final quarter of 1982.

Auto and truck makers also had a strong showing in Canada. Car makers reported their best totals in five years. They built 965,000 cars in Canada, up 20 percent from 800,000 completed in 1982.

General Motors was the production leader in Canada in 1983, completing 530,000 cars, compared with 332,000 in 1982. Volvo also posted an increase in output to 10,000 from 6,800 the previous year.

Ford Motor reported Canadian output of 285,000 cars, compared with 283,000 in 1982. American Motors built a steady 30,000 in both years. Chrysler Corp. was the only maker to show a decline in production to 104,000 from 150,000 in 1982 due to the changeover to Voyager and Caravan which are included in truck production.

Canadian truck manufacturers built 550,000 units last year, up from 468,000 in 1982.

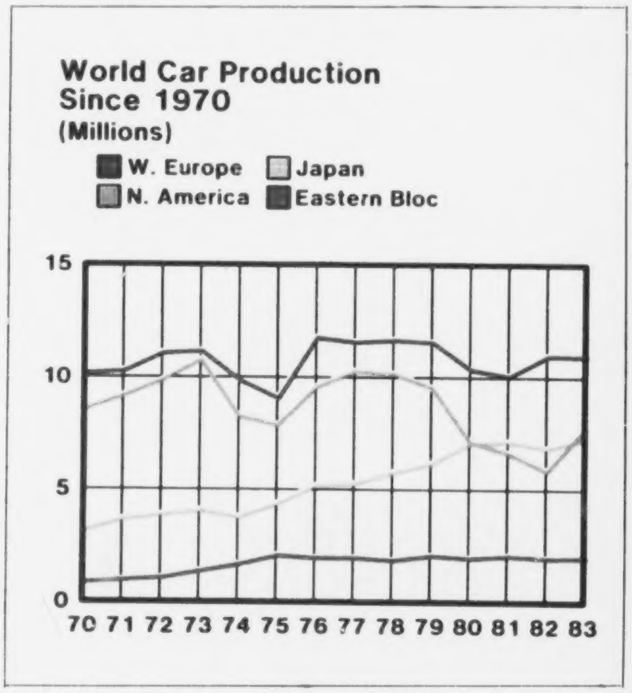
WORLD CAR AND TRUCK PRODUCTION, 1983 VS. 1982 BY LEADING COUNTRIES

	Cars		Trucks		Total	
	1983	1982	1983	1982	1983	1982
North America						
United States	6,821,066	4,973,870	2,421,495	1,902,164	9,242,561	6,876,034
Canada	968,298	801,685	554,550	468,327	1,522,848	1,270,012
TOTAL	7,78,364	5,775,555	2,976,045	2,370,491	10,765,409	8,146,046
Latin America						
Mexico	202,700	300,579	120,000	172,048	322,700	472,627
Brazil	723,890	718,845	145,000	140,450	868,890	859,295
Argentina	118,845	106,880	26,000	25,236	144,845	132,116
TOTAL	1,045,435	1,126,304	291,000	337,734	1,336,435	1,464,038
Western Europe						
West Germany	3,877,641	3,761,436	292,910	301,229	4,170,551	4,062,665
France	2,960,823	2,777,125	375,039	371,682	3,335,862	3,148,807
Italy	1,495,207	1,297,351	168,875	155,692	1,664,082	1,453,043
United Kingdom	1,044,597	887,679	244,514	268,798	1,289,111	1,156,477
Spain	969,462	927,500	123,169	142,007	1,092,631	1,069,507
Belgium	250,975	243,289	36,000	34,726	286,975	278,015
Sweden	346,000	294,790	44,970	54,805	390,970	349,595
Netherlands	100,000	86,000	10,941	10,050	110,941	96,050
Austria	7,400	7,055	8,750	8,130	16,150	15,185
TOTAL	11,052,105	10,282,225	1,305,168	1,347,189	12,357,273	11,629,414
Asia						
Japan	7,151,888	6,886,866	3,959,771	3,850,168	11,111,659	10,737,034
South Korea	88,389	94,460	75,000	74,025	163,389	168,485
India	50,000	42,673	114,000	109,577	164,000	152,250
TOTAL	7,290,277	7,023,999	4,148,771	4,033,770	11,439,048	11,057,769
Australia	329,536	371,400	33,000	37,150	362,536	408,550
South Africa	248,742	260,138	95,000	94,500	343,742	354,638
Eastern Europe						
Soviet Union	1,305,000	1,307,000	900,000	865,700	2,205,000	2,172,700
Poland	260,000	236,500	55,000	52,000	315,000	288,500
Czechoslovakia	180,000	173,517	52,000	50,932	232,000	224,449
Yugoslavia	212,000	211,372	30,000	29,944	242,000	241,316
East Germany	183,000	178,000	42,000	40,000	225,000	218,000
Romania	99,000	76,000	55,000	51,000	154,000	127,000
TOTAL	2,254,000	2,182,389	1,134,000	1,089,576	3,373,000	3,271,965
WORLD TOTAL	29,994,459	27,022,010	9,982,984	9,310,410	39,977,443	36,332,420

12 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1983	1982	1981
General Motors	7,769,000	6,244,000	6,762,000
Ford Motor Co.	4,934,231	4,267,587	4,402,462
Toyota	3,182,614	3,155,784	3,254,942
Nissan	2,462,436	2,557,269	2,811,580
Renault	2,237,185	1,992,985	1,527,000
Volkswagen	2,060,992	2,039,869	2,196,000
Peugeot-Citroen	1,737,012	1,616,393	1,585,000
Fiat	1,441,870	1,335,187	1,364,000
Chrysler Corp.	1,338,972	1.006,245	1,082,500
Mazda	1,261,350	1,202,583	1,230,000
Honda	1,087,775	1,020,698	1,045,000
Mitsubishi	1,018,403	1,024,243	1,095,000

World Car Production Since 1970 (Millions)



WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,965	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,938	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,048	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	[illegible],654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	48,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,898	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,063
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800 700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8.986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,661	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467
1980	364,109	1,165,207	1,374,329	3,378,433	1,611,856	11,042,884	490,006	1,181,659	298,400	1,312,914	8,009,841	2,197,000	3,878,415	2,055,495	38,360,548
1981	391,614	779,835	1,280,499	3,019,370	1,433,086	11,179,962	597,118	987,474	313,755	1,184,205	7,940,781	2,197,000	3,897,007	2,605,873	37,807,568
1982	408,550	859,295	1,270,012	3,148,807	1,453,043	10,737,034	472,627	1,069,507	349,595	1,156,477	6,876,034	2,172,700	4,062,665	2,296,074	36,332,420
1983	362,536	868,890	1,522,848	3,335,862	1,664,082	11,111,659	322,700	1,092,631	390,970	1,289,111	9,242,561	2,205,000	4,170,551	2,398,042	39,977,443

PRODUCTION

1983 U. S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

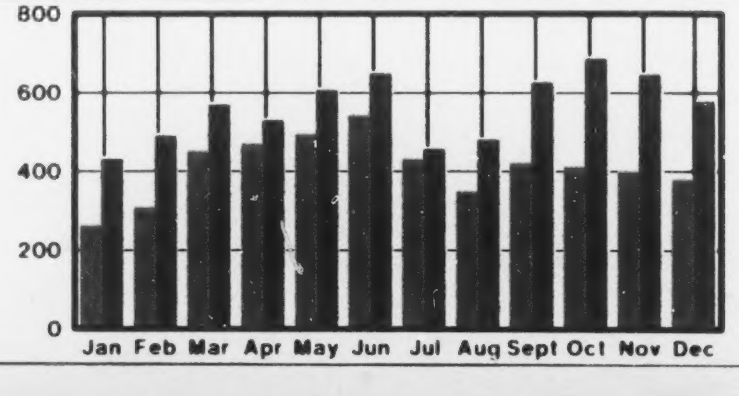
COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	1982 Total
AMERICAN MOTORS	14,302	14,107	15,743	44,152	12,955	15,867	16,840	45,662	8,714	19,699	20,322	48,735	20,528	22,150	19,154	61,832	200,381
AMC Total	1,657	1,669	745	4,071	....	....	....	....	....	....	....	....	....	....	....	....	4,071
Concord/SX4	12	....	....	12	....	....	....	....	....	....	....	....	....	....	....	....	12
Eagle	1,645	1,669	745	4,059	....	....	....	....	....	....	....	....	....	....	....	....	4,059
Renault Total	12,645	12,438	14,998	40,081	12,955	15,867	16,840	45,662	8,714	19,699	20,322	48,735	20,528	22,150	19,154	61,832	196,310
Alliance	12,645	12,438	14,998	40,081	12,955	15,867	16,840	45,662	6,839	12,589	13,386	32,814	13,388	12,065	9,867	35,320	153,877
Encore	....	....	....	....	....	....	....	....	1,875	7,110	6,936	15,921	7,140	10,085	9,287	26,512	42,433
CHRYSLER CORP.	43,468	64,428	83,067	190,963	76,697	84,384	83,288	244,369	55,057	66,925	84,868	206,850	102,309	71,026	88,036	261,371	903,553
Plymouth Total	15,370	24,199	32,442	72,011	26,969	28,191	27,829	82,989	22,864	22,152	28,587	73,603	33,394	20,485	28,266	82,145	310,748
Horizon	4,410	7,701	10,845	22,956	9,553	10,663	11,159	31,375	9,386	9,378	12,768	31,532	13,666	6,833	11,369	31,868	117,731
Reliant	10,812	16,183	21,253	48,248	16,951	16,682	15,876	49,509	13,456	12,517	15,243	41,216	18,714	13,072	15,686	47,472	186,445
Caravelle†	148	315	344	807	465	846	794	2,105	22	257	490	769	818	325	493	1,636	5,317
Gran Fury	....	....	....	....	....	....	....	....	....	....	86	86	196	255	718	1,169	1,255
Chrysler Total	11,468	13,581	18,162	43,211	19,681	22,687	19,874	62,242	8,054	19,469	22,250	49,773	29,203	22,875	26,899	78,977	234,203
LeBaron	6,260	6,372	8,236	20,868	9,007	10,835	8,087	27,929	2,881	5,591	7,252	15,724	7,812	5,928	7,607	21,347	85,868
Laser	....	....	....	....	....	....	....	....	....	2,907	3,469	6,376	6,121	4,915	6,191	17,227	23,603
Chrysler E-Class	5,208	7,209	9,926	22,343	10,674	11,852	11,787	34,313	5,173	10,971	10,208	26,352	10,057	5,460	6,474	21,991	104,999
New Yorker Fifth Avenue	....	....	....	....	....	....	....	....	....	....	1,321	1,321	5,213	6,572	6,627	18,412	19,733
Dodge Total	16,630	26,648	32,463	75,741	30,047	33,506	35,585	99,138	24,139	25,304	34,031	83,474	39,712	27,666	32,871	100,249	358,602
Omni	4,623	8,595	10,465	23,683	10,717	13,468	14,302	38,487	10,659	9,012	12,821	32,492	14,227	6,872	10,676	31,775	126,437
Aries	7,926	12,084	14,208	34,218	12,601	12,926	13,505	39,032	9,070	9,648	12,469	31,187	14,765	12,092	12,712	39,569	144,006
Daytona	....	....	....	....	....	....	....	....	....	1,743	2,992	4,735	4,863	4,991	4,810	14,664	19,399
Dodge 400	1,989	2,218	3,247	7,454	3,315	4,116	2,720	10,151	873	832	1,463	3,168	2,142	1,652	1,875	5,669	26,442
Dodge 600	2,092	3,751	4,543	10,386	3,414	2,996	5,058	11,468	3,537	4,069	4,064	11,670	3,367	1,882	2,304	7,553	41,077
Diplomat	....	....	....	....	....	....	....	....	....	....	222	222	348	177	494	1,019	1,241
FORD MOTOR	106,709	140,650	140,137	387,496	139,755	166,730	181,090	487,575	78,518	168,532	174,839	421,889	185,921	183,972	153,392	523,285	1,820,245
Ford Division	69,606	97,591	94,966	262,163	94,738	107,693	114,511	316,942	48,311	107,468	121,347	277,126	131,632	122,146	104,213	357,991	1,214,222
Escort	16,949	28,185	32,909	78,043	30,346	34,078	30,357	94,781	13,287	30,195	33,220	76,702	32,908	32,844	28,354	94,106	343,632
Fairmont	12,612	11,116	....	23,728	....	....	....	....	....	....	....	....	....	....	....	....	23,728
Mustang	6,918	12,406	13,086	32,410	12,084	10,337	8,410	30,831	4,237	6,680	9,141	20,058	14,576	13,745	12,605	40,926	124,225
LTD	13,140	15,167	14,983	43,290	17,229	14,367	16,583	48,179	6,306	13,367	16,392	36,065	18,775	17,394	15,489	51,658	179,192
Thunderbird	4,632	15,258	22,018	41,908	22,289	22,314	19,700	64,303	6,053	13,770	16,769	36,592	17,609	14,093	12,061	43,763	186,566
Crown Victoria	14,701	12,983	9,919	37,603	9,203	7,980	9,412	26,595	5,340	8,113	9,160	22,613	10,454	13,534	13,931	37,919	124,730
EXP	654	2,476	2,051	5,181	1,633	1,275	2,553	5,461	1,200	489	....	1,689	223	927	1,964	3,114	15,445
Tempo	....	....	....	....	1,954	17,342	27,496	46,792	11,888	34,854	36,665	83,407	37,057	29,609	19,809	86,505	216,704
L-M Division	37,103	43,059	45,171	125,333	45,017	59,037	66,579	170,633	30,207	61,064	53,492	144,763	54,289	61,826	49,179	165,294	606,023
Mercury Total	28,401	34,125	35,728	98,254	38,056	47,660	54,276	139,992	24,560	48,944	47,372	120,876	49,812	52,388	38,173	140,373	499,495
Lynx	4,312	7,502	8,627	20,441	8,308	7,945	10,355	26,608	5,973	10,168	8,420	24,561	6,719	6,638	4,387	17,744	89,354
Capri	1,503	2,430	1,718	5,651	2,315	2,816	1,427	6,558	683	2,088	3,016	5,787	2,791	2,584	1,326	6,701	24,697
Zephyr	3,937	4,664	....	8,601	....	....	....	....	....	....	....	....	....	....	....	....	8,601
Mercury Marquis	11,622	8,302	9,161	29,085	7,184	8,577	8,507	24,268	3,122	6,470	7,338	16,930	7,670	11,366	10,072	29,108	99,391
Cougar	2,230	5,718	9,555	17,503	11,645	13,954	16,931	42,530	7,242	12,314	11,982	31,538	13,645	12,734	8,445	34,824	126,395
Grand Marquis	4,640	4,947	6,167	15,754	7,501	8,168	7,804	23,473	3,273	5,728	6,382	15,383	7,486	7,922	7,129	22,537	77,147
LN7	157	562	500	1,219	382	417	192	991	....	....	....	....	....	....	....	....	2,210
Topaz	....	....	....	....	721	5,783	9,060	15,564	4,267	12,176	10,234	26,677	11,501	11,144	6,814	29,459	71,700
Lincoln Total	8,702	8,934	9,443	27,079	6,961	11,377	12,303	30,641	5,647	12,120	6,120	23,887	4,477	9,438	11,006	24,921	106,528
Continental	1,736	1,787	1,881	5,404	708	1,120	1,228	3,056	333	....	....	333	856	1,781	2,083	4,720	13,513
Lincoln	3,885	3,835	4,389	12,109	4,306	6,462	7,178	17,946	4,328	12,120	6,120	22,568	1,120	2,376	2,753	6,249	58,872
Mark VI/VII	3,081	3,312	3,173	9,566	1,947	3,795	3,897	9,639	986	....	....	986	2,501	5,281	6,170	13,952	34,143
GENERAL MOTORS	277,846	285,582	338,408	901,836	308,480	349,367	397,133	1,054,980	324,144	264,590	369,031	957,765	393,546	390,044	336,458	1,120,048	4,034,629
Buick Division	68,772	65,854	75,980	210,606	69,154	80,595	96,532	246,281	67,470	56,325	81,824	205,619	80,775	83,774	78,553	243,102	905,608
Skylark	7,192	8,811	7,889	23,892	6,186	9,224	15,171	30,581	5,604	3,815	15,648	25,067	8,236	13,600	11,467	33,303	112,843
Skyhawk	6,223	5,525	5,832	17,580	5,174	6,321	6,434	17,929	6,610	5,003	5,262	16,875	6,651	10,072	10,062	26,785	79,169
Century	11,371	12,021	16,769	40,161	11,882	16,263	18,422	46,567	14,758	8,433	18,100	41,291	18,819	14,399	15,839	49,057	177,076
Regal	23,432	18,196	20,058	61,686	21,197	20,299	22,590	64,086	17,388	20,481	18,930	56,799	18,436	17,522	15,650	51,608	234,179
Buick	17,562	18,663	21,766	57,991	20,969	24,863	28,527	74,359	18,336	14,038	18,794	51,168	22,882	22,442	20,402	65,726	249,244
Riviera	2,992	2,638	3,666	9,296	3,746	3,625	5,388	12,759	4,774	4,555	5,090	14,419	5,751	5,617	4,661	16,029	52,503
Electra (fwd)	....	....	....	....	....	....	....	....	....	....	....	....	....	122	472	594	594
Cadillac Division	29,219	26,431	32,351	88,001	24,903	27,988	26,061	78,952	17,055	13,118	27,486	57,659	32,459	27,238	24,088	83,885	308,497
Cimarron	2,114	2,109	2,580	6,803	1,239	1,233	1,351	3,823	1,461	891	1,877	4,229	2,101	2,236	1,829	6,166	21,021
Seville	2,355	3,736	3,154	9,245	2,959	3,121	2,564	8,644	2,169	2,478	3,127	7,774	3,516	2,920	2,523	8,959	34,622
Eldorado	6,832	6,044	7,159	20,035	6,247	6,998	5,923	19,168	5,165	4,903	5,895	15,963	6,697	5,601	4,835	17,133	72,299
Cadillac	17,918	14,542	19,458	51,918	14,458	16,636	16,223	47,317	8,260	4,846	16,587	29,693	20,145	16,581	14,768	51,494	180,422
DeVille (fwd)	....	....	....	....	....	....	....	....	....	....	....	....	....	....	133	133	133
Chevrolet Division	78,453	84,771	107,874	271,098	95,219	112,362	137,840	345,421	120,718	91,418	115,258	327,394	131,610	128,230	103,676	363,516	1,307,429
Chevette	14,836	18,182	21,634	54,652	12,332	13,301	18,647	44,280	15,404	19,474	18,860	53,738	17,425	17,581	14,165	49,171	201,841
Cavalier	12,894	15,809	22,186	50,889	24,892	26,442	34,765	86,099	33,172	18,943	25,676	77,791	35,056	29,890	28,736	93,682	308,461
Celebrity	5,969	3,435	7,924	17,328	6,920	14,164	21,721	42,805	20,740	6,888	13,734	41,362	22,095	22,969	19,036	64,100	165,595
Camaro	16,084	13,951	15,443	45,478	15,760	18,314	20,804	54,878	17,225	9,575	14,508	41,308	19,480	19,321	12,656	51,457	193,121
Citation	9,443	9,826	10,871	30,140	5,922	7,150	7,404	20,476	4,074	6,434	7,695	18,203	4,232	7,554	6,273	18,059	86,878
Malibu/El Camino	9,751	11,467	14,007	35,225	14,239	14,419	15,397	44,055	13,471	5,470	2,830	21,771	2,474	2,031	1,652	6,157	107,208
Monte Carlo	6,874	6,505	8,754	22,133	7,305	8,941	8,625	24,871	8,331	10,781	13,047	32,159	16,351	16,908	12,504	45,763	124,926
Chevrolet	2,462	4,759	4,376	11,597	5,387	7,216	7,749	20,352	5,836	10,994	16,176	33,006	11,277	9,025	5,968	26,270	91,225
Corvette	140	837	2,679	3,656	2,462	2,415	2,728	7,605	2,465	2,859	2,732	8,056	3,220	2,951	2,686	8,857	28,174
Oldsmobile Division	73,747	82,100	89,344	245,191	85,599	91,152	99,337	276,088	84,785	80,917	100,212	265,914	99,638	104,160	92,271	296,069	1,083,262
Omega	4,496	7,662	5,443	17,601	4,038	4,513	7,242	15,793	2,874	2,028	5,844	10,746	3,015	6,928	5,882	15,825	59,965
Firenza	2,957	3,174	4,276	10,407	4,851	4,656	4,797	14,304	3,666	2,985	3,902	10,553	4,824	7,325	7,336	19,535	54,799
Cutlass Supreme	23,282	25,553	28,626	77,461	26,583	27,503	28,900	82,986	26,368	27,444	32,423	86,235	33,693	34,136	28,418	96,247	342,929
Cutlass Ciera	10,223	15,763	14,872	40,858	17,935	20,378	21,082	59,395	17,144	18,354	23,028	58,526	21,118	20,713	16,288	58,119	216,898
Oldsmobile	29,324	26,898	32,156	88,378	29,213	30,985	33,515	93,713	31,331	26,568	31,264	89,163	32,733	31,232	29,825	93,790	365,044
Olds 98 (fwd)	....	....	....	....	....	....	....	....	....	....	....	....	....	....	494	494	494
Toronado	3,465	3,050	3,971	10,486	2,979	3,117	3,801	9,897	3,402	3,538	3,751	10,691	4,255	3,826	3,978	12,059	43,133
Pontiac Division	27,655	26,426	32,859	86,940	33,605	37,270	37,363	108,238	34,116	22,812	44,251	101,179	49,064	46,542	37,870	133,476	429,833
Acadian†	977	1,106	2,061	4,144	1,677	2,144	1,158	4,979	1,095	770	573	2,438	1,372	1,150	981	3,503	15,064
2000 Sunbird	6,600	6,558	8,407	21,565	9,174	10,192	10,963	30,329	9,756	3,516	13,413	26,685	12,568	12,728	10,791	36,087	114,666
1000	3,290	2,026	2,305	7,621	4,478	4,821	3,010	12,309	3,886	3,920	3,857	11,663	3,971	3,521	3,090	10,582	42,175
Firebird	6,430	6,493	9,138	22,061	7,398	8,544	10,207	26,149	9,127	5,519	8,070	22,716	11,314	11,091	6,298	28,703	99,629
Phoenix	2,356	2,875	2,223	7,454	2,571	2,094	2,234	6,899	2,055	1,909	1,991	5,955	1,094	1,998	1,653	4,745	25,053
Grand Prix/Bonneville	8,002	7,368	8,725	24,095	8,307	9,475	9,791	27,573	8,197	4,897	7,829	20,923	7,845	6,991	5,657	20,493	93,084
Parisienne	....	....	....	....	....	....	....	....	....	2,281	3,317	5,598	3,291	2,216	1,352	6,859	12,457
Fiero	....	....	....	....	....	....	....	....	....	....	5,201	5,201	7,609	6,847	8,048	22,504	27,705
HONDA	1,180	1,890	2,971	6,041	3,345	4,473	5,361	13,179	4,425	6,473	4,636	15,534	5,621	7,176	7,786	20,583	55,337
VOLKSWAGEN	9,444	5,324	9,068	23,836	8,090	6,696	8,334	23,120	2,381	10,202	9,514	22,097	10,047	9,895	9,212	29,154	98,207
Total Cars U. S.	452,949	511,981	589,394	1,554,324	549,322	627,517	692,046	1,868,885	473,239	536,421	663,210	1,672,870	717,972	684,263	614,038	2,016,273	7,112,352

U.S. Car Production by Month 1983 vs. 1982

(Thousands)

▇ 1983

▇ 1982



1983 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

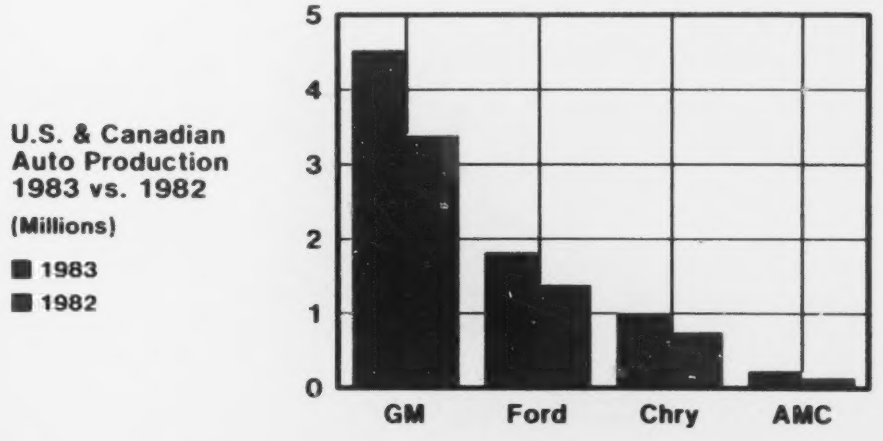
COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
AMC—Eagle	3,093	1,956	1,481	6,530	3,107	3,436	2,460	9,003	1,026	2,181	2,513	5,720	2,688	3,179	2,431	8,298	29,551
CHRYSLER—Caravelle	297	144	122	563	139	246	160	545	....	....	....	....	....	....	....	....	1,108
Diplomat	3,374	3,346	3,515	10,235	3,137	5,611	1,905	10,653	....	....	....	....	....	....	....	....	20,888
Cordoba	2,111	1,727	2,572	6,410	2,593	101	....	2,694	....	....	....	....	....	....	....	....	9,104
Mirada	639	605	873	2,117	832	28	....	860	....	....	....	....	....	....	....	....	2,977
Imperial	269	153	256	678	254	....	....	254	....	....	....	....	....	....	....	....	932
Gran Fury	2,341	2,579	2,367	7,287	1,925	2,488	719	5,132	....	....	....	....	....	....	....	....	12,419
New Yorker	8,254	9,075	11,652	28,981	12,152	11,855	3,949	27,956	....	....	....	....	....	....	....	....	56,937
CHRYSLER TOTAL	17,285	17,629	21,357	56,271	21,032	20,329	6,733	48,094	....	....	....	....	....	....	....	....	104,365
FORD	10,996	5,693	....	16,689	....	....	....	....	....	....	....	....	....	....	....	....	16,689
EXP	507	1,915	1,753	4,175	1,457	1,275	2,549	5,281	1,200	488	....	1,688	....	....	....	....	11,144
Escort	3,541	5,539	4,481	13,561	5,970	9,001	8,061	23,032	2,910	7,485	4,209	14,604	118	931	1,341	1,181	53,587
LN7	110	417	428	955	358	419	189	966	....	....	....	....	....	....	....	....	1,921
Lynx	612	1,718	1,947	4,277	1,800	2,743	2,643	7,186	712	1,990	1,311	4,013	11	306	144	461	15,937
Tempo	....	....	....	....	....	10,502	14,234	24,736	3,532	15,689	17,304	36,525	18,139	16,130	12,269	46,538	107,799
Topaz	....	....	....	....	....	3,410	5,562	8,972	1,157	7,156	6,311	14,624	5,298	6,755	4,318	16,371	39,967
Crown Victoria	....	....	....	....	....	....	....	....	....	....	....	....	1,046	7,208	5,961	14,215	14,215
CKDS	1,251	1,766	567	3,584	332	1,374	1,330	3,036	417	777	520	1,714	1,194	875	980	3,049	11,383
FORD TOTAL	17,017	17,048	9,176	43,241	9,917	28,724	34,568	73,209	9,928	33,585	29,655	73,168	25,806	32,205	25,013	81,815	272,642
GM—Oshawa No. 1	20,062	19,191	22,339	61,592	20,444	20,807	23,422	64,673	19,965	....	8,229	28,194	19,484	21,958	17,592	59,034	213,493
Oshawa No. 2	7,567	9,954	16,734	34,255	15,281	15,159	16,723	47,162	10,264	5,893	15,604	31,761	16,409	18,652	14,622	49,683	162,861
Ste. Therese	7,421	11,230	14,919	33,570	15,587	16,004	15,538	47,129	11,265	6,756	15,053	33,074	14,544	15,319	11,760	41,623	155,396
CKD car	2,592	2,653	4,218	9,463	2,045	451	2,028	4,524	1,772	....	1,039	2,811	885	1,913	480	3,278	20,076
GM TOTAL	37,642	43,028	58,210	138,880	53,357	52,420	57,711	163,488	43,286	12,649	39,925	95,840	51,322	57,842	44,454	153,618	551,826
VOLVO	900	855	1,035	2,790	900	945	989	2,834	450	806	945	2,201	900	945	720	2,565	10,390
GRAND TOTAL	75,937	80,516	91,259	247,712	88,313	105,854	102,461	296,628	54,670	49,221	73,038	176,929	80,716	94,171	72,618	247,505	968,774

CANADIAN CAR OUTPUT BY CALENDAR YEAR

1983	968,774
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

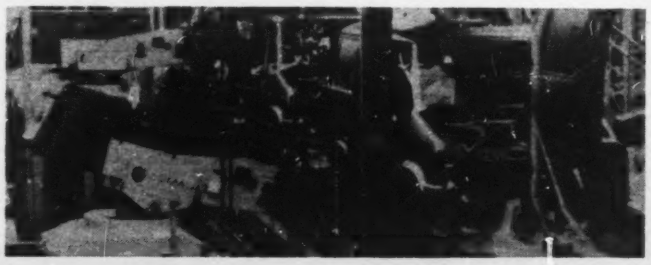
CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1983	560,864
1982	468,327
1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693


U.S. & Canadian Auto Production 1983 vs. 1982 (Millions)

CANADIAN OUTPUT SHARES, '83 VS. '82

CARS	Total Output 1983	Pct. of 1983 Output	Total Output 1982	Pct. of 1982 Output	Pct. Pt. Change '83 vs. '82
AMERICAN MOTORS	29,551	3.05	30,344	3.70	− 0.74
Concord	....	......	12,361	1.54	− 1.54
Spirit	....	......	996	0.13	− 0.13
Eagle	29,551	3.05	16,987	2.12	+ 0.93
CHRYSLER	104,365	10.77	149,442	18.64	− 7.87
Diplomat	20,888	2.16	25,823	3.22	− 1.06
Cordoba	9,104	0.94	17,261	2.15	− 1.21
Mirada	2,977	0.31	7,370	0.92	− 0.61
Imperial	932	0.10	1,746	0.22	− 0.12
Gran Fury	12,419	1.28	18,434	2.30	− 1.02
New Yorker	56,937	5.88	76,427	9.53	− 3.65
Caravelle	1,108	0.11	2,381	0.30	− 0.19
FORD	272,642	28.15	283,001	35.30	− 7.15
EXP	11,144	1.15	16,934	2.11	− 0.96
Escort	53,587	5.53	88,207	11.00	− 5.47
LN7	1,921	0.20	6,340	0.79	− 0.59
Lynx	15,937	1.65	22,745	2.84	− 1.19
Tempo	107,799	11.13	....	......	+11.13
Topaz	39,967	4.13	....	......	+ 4.13
Crown Victoria	14,215	1.47	....	......	+ 1.47
CKDS	11,383	1.17	....	......	+ 1.17
Ford	16,689	1.72	129,065	16.10	−14.38
Grand Marquis	....	......	822	0.10	− 0.10
Marquis	....	......	3,092	0.39	− 0.39
LTD	....	......	2,863	0.36	− 0.36
Mustang	....	......	920	0.11	− 0.11
Granada	....	......	5,347	0.67	− 0.67
Zephyr	....	......	2,470	0.31	− 0.31
Cougar	....	......	4,196	0.52	− 0.52
GENERAL MOTORS	551,826	56.96	332,038	41.42	+15.54
LeMans	N.A.		N.A.		
Grand Prix	N.A.		N.A.		
Celebrity	N.A.		N.A.		
Chevrolet	N.A.		N.A.		
A6000	N.A.		N.A.		
Pontiac	N.A.		N.A.		
Cutlass	N.A.		N.A.		
VOLVO	10,390	1.07	6,860	0.85	+ 0.22
TOTAL	968,774	100.00	801,685	100.00	
TRUCKS					
CHRYSLER	141,249	25.19	95,410	20.37	+ 4.82
GENERAL MOTORS	141,137	25.16	229,492	49.00	−23.84
FORD	272,791	48.64	132,531	28.30	+20.34
INTERNATIONAL	5,587	1.01	10,894	2.33	− 1.32
TOTALS	560,864	100.00	468,327	100.00	



U. S. CAR PRODUCTION—1983 VS. 1982

How calendar year output was shared

	Total Output 1983	Pct. of Total Output	Total Output 1982	Pct. of Total Output	Pct. pt. Change '83 vs. '82
AMERICAN MOTORS	200,381	2.82	109,552	2.20	+ 0.62
AMC Total	4,071	0.06	51,800	1.04	− 0.98
Concord	12	0.00	17,152	0.34	− 0.34
Eagle/SX4	4,059	0.06	21,697	0.44	− 0.38
Spirit	....	....	12,951	0.26	....
Renault Total	196,310	2.76	57,752	1.16	+ 1.60
Alliance	153,877	2.16	57,752	1.16	+ 1.00
Encore	42,433	0.60	....	....	+ 0.60
CHRYSLER CORP.	903,553	12.70	600,652	12.07	+ 0.63
Plymouth Total	310,748	4.37	241,181	4.85	− 0.48
Horizon	117,731	1.66	77,572	1.56	+ 0.10
Reliant	186,445	2.62	162,053	3.26	− 0.64
Caravelle†	5,317	0.07	1,556	0.03	+ 0.04
Gran Fury	1,255	0.02	....	....	+ 0.02
Chrysler Total	234,203	3.29	114,443	2.30	+ 0.99
LeBaron	85,868	1.20	95,360	1.92	+ 0.72
Laser	23,603	0.33	....	....	+ 0.33
Chrysler E-Class	104,999	1.48	19,083	0.38	+ 1.10
Fifth Avenue	19,733	0.28	....	....	+ 0.28
Dodge Total	358,602	5.04	244,878	4.92	+ 0.12
Omni	126,437	1.78	72,456	1.46	+ 0.32
Aries	144,006	2.02	129,235	2.60	− 0.58
Daytona	19,399	0.27	....	....	+ 0.27
Dodge 400	26,442	0.37	30,481	0.61	− 0.24
Dodge 600	41,077	0.58	12,706	0.25	+ 0.33
Diplomat	1,241	0.02	....	....	+ 0.02
FORD MOTOR	1,820,245	25.59	1,104,074	22.20	+ 3.39
Ford Division	1,214,222	17.07	690,655	13.89	+ 3.18
Escort	343,632	4.83	264,972	5.33	− 0.50
Fairmont	23,728	0.33	128,519	2.58	− 2.25
Mustang	124,225	1.75	127,371	2.56	− 0.81
LTD	179,192	2.52	132,034	2.65	− 0.13
Thunderbird	186,566	2.62	29,336	0.59	+ 2.03
Crown Victoria	124,730	1.75	2,034	0.05	+ 1.70
EXP	15,445	0.22	6,389	0.13	+ 0.09
Tempo	216,704	3.05	....	....	+ 3.05
L-M Division	606,023	8.52	413,419	8.31	+ 0.21
Mercury Total	499,495	7.02	315,799	6.35	+ 0.67
Lynx	89,354	1.25	81,114	1.63	− 0.38
Capri	24,697	0.35	32,704	0.66	− 0.31
Zephyr	8,601	0.12	40,406	0.81	− 0.69
Marquis	99,391	1.40	60,811	1.22	+ 0.18
Cougar	126,395	1.78	10,590	0.21	+ 1.57
Grand Marquis	77,147	1.08	88,404	1.78	− 0.70
LN7	2,210	0.03	1,770	0.04	− 0.01
Topaz	71,700	1.01	....	....	+ 1.01
Lincoln Total	106,528	1.50	97,620	1.96	− 0.46
Continental	13,513	0.19	20,052	0.40	− 0.21
Lincoln	58,872	0.83	47,609	0.96	− 0.13
Mark VI/VII	34,143	0.48	29,959	0.60	− 0.12
GENERAL MOTORS	4,034,629	56.73	3,072,883	61.78	− 5.05
Buick Division	905,608	12.73	751,332	15.11	− 2.38
Skylark	112,843	1.59	137,810	2.77	− 1.18
Skyhawk	79,169	1.11	65,549	1.32	− 0.21
Century	177,076	2.49	111,698	2.25	+ 0.24
Regal	234,179	3.29	209,068	4.20	− 0.91
Buick	249,244	3.50	183,325	3.69	− 0.19
Riviera	52,503	0.74	43,882	0.88	− 0.14
Electra (fwd)	594	0.01	....	....	+ 0.01
Cadillac Division	308,497	4.34	246,354	4.95	− 0.61
Cimarron	21,021	0.29	10,404	0.21	+ 0.08
Seville	34,622	0.49	22,706	0.46	+ 0.03
Eldorado	72,299	1.02	56,626	1.14	− 0.12
Cadillac	180.422	2.54	156,618	3.14	− 0.60
DeVille (fwd)	133	0.00	....	....	....
Chevrolet Division	1,307,429	18.38	994,178	19.99	− 1.61
Chevette	201,841	2.84	208,417	4.19	− 1.35
Cavalier	308,461	4.33	96,091	1.93	+ 2.40
Celebrity	165,595	2.33	66,361	1.33	+ 1.00
Camaro	193,121	2.71	214,082	4.30	− 1.59
Citation	86,878	1.22	159,069	3.20	− 1.98
Malibu/El Camino	107,208	1.51	103,491	2.09	− 0.58
Monte Carlo	124,926	1.76	81,181	1.63	+ 0.13
Chevrolet	91,225	1.28	42,648	0.86	+ 0.42
Corvette	28,174	0.40	22,838	0.46	− 0.06
Oldsmobile Division	1,083,262	15.23	759,644	15,27	− 0.04
Omega	59,965	0.84	71,395	1.44	− 0.60
Firenza	54,799	0.77	40,642	0.82	− 0.05
Cutlass Supreme	342,929	4.82	202,060	4.06	+ 0.76
Cutlass Ciera	216,898	3.05	126,030	2.53	+ 0.52
Oldsmobile	365,044	5.13	284,439	5.71	− 0.58
Olds 98 (fwd)	494	0.01	....	....	+ 0.01
Toronado	43,133	0.61	35,078	0.71	− 0.10
Pontiac Division	429,833	6.05	321,375	6.46	− 0.41
Acadian†	15,064	0.21	9,993	0.21	....
2000 Sunbird	114,666	1.61	41,822	0.84	+ 0.77
1000	42,175	0.60	34,833	0.70	− 0.10
Firebird	99,629	1.40	128,077	2.57	− 1.17
Phoenix	25,053	0.35	45,463	0.97	− 0.56
Grd. Prix/Bonneville	93,084	1.31	12,930	0.26	+ 1.05
Bonneville	....	....	18,311	0.37	....
6000	....	....	29,946	0.60	....
Parisienne	12,457	0.18	....	....	+ 0.18
Fiero	27,705	0.39	....	....	+ 0.39
HONDA	55,337	0.78	620	0.01	+ 0.77
VOLKSWAGEN	98,207	1.38	84,246	1.69	− 0.31
CHECKER	....	....	1,993	0.05	....
Total Cars, U. S.	7,112,352	100.00	4,973,870	100.00	....

*—Acadians built for sale in Canada only.

U. S. CALENDAR YEAR OUTPUT

By SIZE CLASSIFICATION

SUBCOMPACTS

1983	1983 Total	Make	1982 Total	1962 Position
1	343,632	Escort	264,972	1
2	201,841	Chevette	208,417	2
3	153,877	Alliance	57,752	7
4	126,437	Omni	72,456	6
5	117,731	Horizon	77,572	5
6	98,207	Rabbit	84,246	3
7	89,354	Lynx	81,114	4
8	55,337	Honda	620	14
9	42,433	Encore	....	—
10	42,175	1000	34 833	8
11	27,705	Fiero	....	—
12	23,603	Laser	....	—
13	19,399	Daytona	....	—
14	15,445	EXP	6,389	12
15	15,064	Acadian	9,993	10
16	2,210	LN7	1,770	13
17	9	SX4	6,974	11
—	....	Spirit	12,951	9
	1,374,459	TOTAL	920,059	

COMPACTS

1983	1983 Total	Make	1982 Total	1962 Position
1	308,461	Cavalier	96,091	7
2	216,704	Tempo	....	—
3	193,121	Camaro	214,082	1
4	186,445	Rabbit	162,053	2
5	144,006	Aries	129,235	3
6	124,225	Mustang	127,371	6
7	114,666	2000	41,822	10
8	99,629	Firebird	128,077	5
9	85,868	LeBaron	95,360	8
10	79,169	Skyhawk	65,549	9
11	71,700	Topaz	....	—
12	54,799	Firenza	40,642	11
13	26,442	Dodge 400	30,481	14
14	24,697	Capri	32,704	13
15	23,728	Fairmont	128,519	4
16	21,021	Cimarron	10,404	15
17	8,601	Zephyr	40,406	12
	1,783,282	TOTAL	1,342,796	

INTERMEDIATES

1983	1983 Total	Make	1982 Total	1962 Position
1	342,929	Cutlass	202,060	2
2	234,179	Regal	209,068	1
3	216,898	Ciera	126,030	6
4	186,566	Thunderbird	29,336	15
5	179,192	LTD/Granada	132,034	5
6	177,076	Century	111,698	7
7	165,595	Celebrity	66,361	11
8	126,395	Cougar XR-7	10,590	22
9	124,926	Monte Carlo	81,181	9
10	112,843	Skylark	137,810	4
11	107,208	Malibu	103,491	8
12	104,999	Chrysler E-Class	19,083	16
13	99,391	Marquis/Cougar	60,811	12
14	93,084	Grand Prix	12,930	20
15	86,878	Citation	159,069	3
16	59,965	Omega	71,395	10
17	41,077	Dodge 600	12,706	21
18	25,053	Phoenix	45,463	13
19	5,317	Caravelle	1,556	23
20	4,059	Eagle	14,723	19
21	3	Concord	17,152	18
—	....	6000	29,946	14
—	....	Bonneville	18,311	17
	2,493,633	TOTAL	1,672,804	

STANDARDS

1983	1983 Total	Make	1982 Total	1962 Position
1	365,044	Oldsmobile	284,439	1
2	249,244	Buick	183,325	2
3	124,730	Crown Victoria/Ford	2,034	5
4	91,225	Chevrolet	42,648	4
5	77,147	Mercury	88,404	3
6	12,457	Pontiac Parisienne	....	—
7	1,255	Plymouth Gran Fury	....	—
8	1,241	Dodge Diplomat	....	—
—	....	Checker	1,993	6
	922,343	TOTAL	602,843	

LUXURY

1983	1983 Total	Make	1982 Total	1962 Position
1	180.422	Cadillac	156,618	1
2	72,299	Eldorado	56,626	2
3	58,872	Lincoln	47,609	3
4	52,503	Riviera	43,882	4
5	43,133	Toronado	35,078	5
6	34,622	Seville	22,706	8
7	34,143	Mark VII	29,959	6
8	23,174	Corvette	22,838	7
9	19,733	Fifth Avenue	....	—
10	13,513	Continental	20,052	9
11	594	Electra	....	—
12	494	Oldsmobile 98	....	—
13	133	DeVille	......	—
	538,635	TOTAL	435,638	
	7,112,352	GRAND TOTAL	4,973,870	

1983 TRUCKS—U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHEVROLET	48,197	58,467	72,640	179,304	66,091	67,839	78,148	212,078	65,210	64,100	74,762	204,072	81,003	76,674	67,127	224,804	820,258
DODGE	5,278	11,149	13,759	30,186	11,965	11,965	12,895	36,825	10,050	12,290	11,712	34,052	15,444	15,460	14,265	45,169	146,232
FORD	48,263	69,144	90,338	207,745	71,582	83,880	97,454	252,916	46,072	74,833	91,549	212,454	96,800	86,316	75,247	258,363	931,478
GMC	16,938	17,972	25,341	60,251	22,856	23,480	23,353	69,689	19,009	18,251	24,075	61,335	26.131	25,031	21,365	72,527	263,802
INTERNATIONAL	3,536	3,290	4,724	11,550	4,107	4,604	5,465	14,176	2,480	4,994	4,323	11,797	5,335	4,871	3,949	14,155	51,678
JEEP	4,588	4,672	6,043	15,303	7,273	9,815	6,607	23,695	6,101	10,996	11,539	28,636	12.539	17,129	15,961	45,629	113,263
NISSAN	....	....	....	....	....	....	192	192	468	1,400	2,511	4,379	4,204	5,816	5,388	15,408	19,979
AM CORP. *	210	190	200	600	200	220	220	640	200	230	210	640	210	200	170	580	2,460
MISCELLANEOUS *	4,200	3,800	4,000	12,000	4,000	4,400	4,400	12,800	4,000	4,600	4,200	12,800	4,200	4,000	3,400	11,600	49,200
VOLKSWAGEN	....	98	912	1,010	923	146	....	1,069	....	....	....	....	....	....	....	....	2,079
Total Trucks, U. S.	131,210	168,782	217,957	517,949	188,997	206,349	228,734	624,080	153,590	191,694	224,881	570,165	245,866	235,497	206,872	688,235	2,400,429

*The actual figures for AM General and miscellaneous trucks were not reported in 1982. These figures have been estimated by Automotive News.

1983 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	11,251	10,947	12,337	34,535	11,398	11,192	11,588	34,178	4,548	10,704	11,154	26,406	12,750	15,574	17,806	46,130	141,249
Ford Motor	6,579	9,804	14,431	30,814	11,700	15,192	12,480	39,372	3,889	10,956	14,321	29,166	14,174	15,532	12,079	41,785	141,137
General Motors	16,849	18,149	21,088	56,086	25,687	24,501	27,806	77,994	18,386	16,166	26,140	60,692	26,785	28,808	22,426	78,019	272,791
International	590	238	707	1,535	939	742	0	1,681	73	451	406	930	523	585	433	1,541	5,687
TOTAL	35,269	39,138	48,563	122,970	49,724	51,627	51,874	153,225	26,896	38,277	52,021	117,194	54,232	60,499	52,744	167,475	560,864

*Mack and White no longer supply figures.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818
1981	241,889	56,633	298,522
1982	344,302	29,079	373,381
1983	673,720	49,307	723,027

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614
1981	25,979	3,451	29,430
1982	31,793	1,040	32,833
1983	46,431	1,519	47,950

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146
1981	209,394	27,776	237,170
1982	219,748	16,853	236,601
1983	231,905	15,376	247,281

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26.682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319
1981	83,103	16,414	99,517
1982	59,170	7,176	66,346
1983	66,340	5,027	71,367

Source: Motor Vehicle Manufacturers Assn.

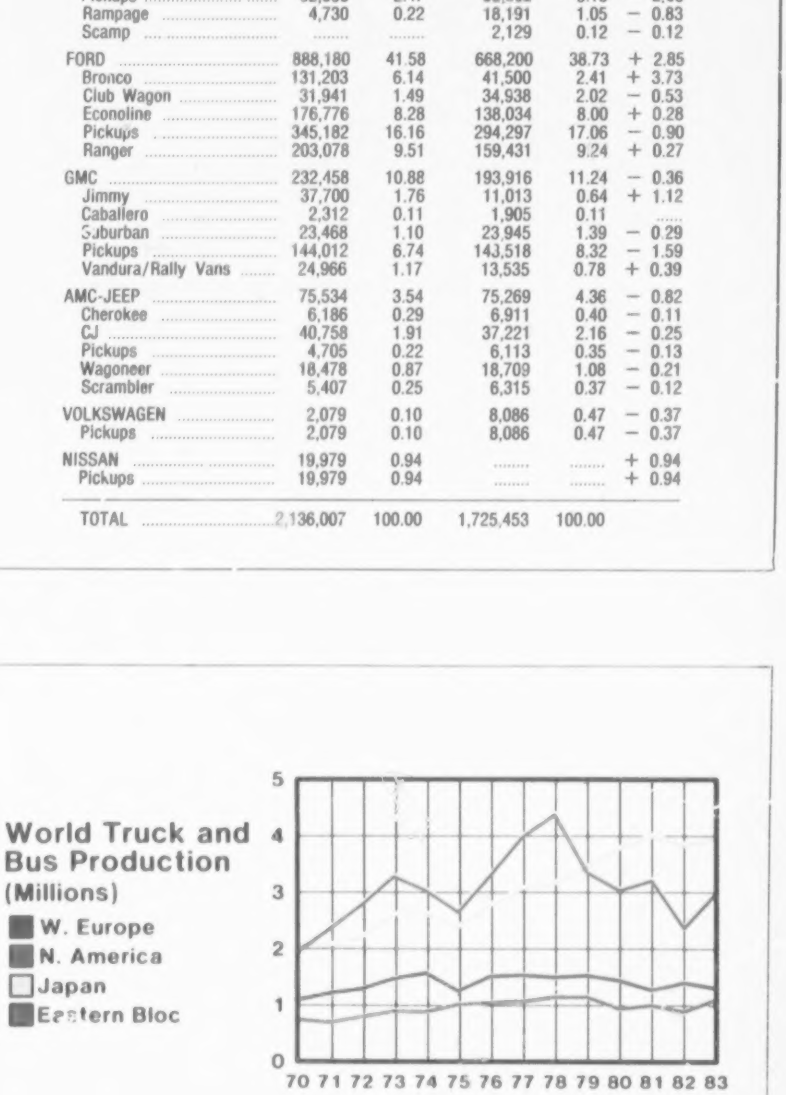
U. S. VAN AND LIGHT TRUCK PRODUCTION
1983 vs. 1982

	Total Output 1983	Pct. of 1983 Output	Total Output 1982	Pct. of 1982 Output	Pct. Pt. Change '83 vs. '82
CHEVROLET	848,580	39.72	658,066	38.14	+ 1.58
Blazer	35,179	1.65	24,238	1.40	+ 0.25
El Camino	28,322	1.32	22,621	1.31	+ 0,01
Pickups	280,209	13.12	268,080	15.54	— 2.42
Chevy Van/Sportvan	142,555	6.67	98,764	5.73	+ 0.94
Suburban	41,261	1.93	34,846	2.02	— 0.09
Compact Pickups	321,054	15.03	209,517	12.14	+ 2.89
CHRYSLER	69,197	3.24	121,916	7.06	— 3.82
Ramcharger	11,774	0.55	12,996	0.76	— 0.21
Pickups	52,693	2.47	88,600	5.13	— 2.66
Rampage	4,730	0.22	18,191	1.05	— 0.83
Scamp	....	....	2,129	0.12	— 0.12
FORD	888,180	41.58	668,200	38.73	+ 2.85
Bronco	131,203	6.14	41,500	2.41	+ 3.73
Club Wagon	31,941	1.49	34,938	2.02	— 0.53
Econoline	176,776	8.28	138,034	8.00	+ 0.28
Pickups	345,182	16.16	294,297	17.06	— 0.90
Ranger	203,078	9.51	159,431	9.24	+ 0.27
GMC	232,458	10.88	193,916	11.24	— 0.36
Jimmy	37,700	1.76	11,013	0.64	+ 1.12
Caballero	2,312	0.11	1,905	0.11	......
Suburban	23,468	1.10	23,945	1.39	— 0.29
Pickups	144,012	6.74	143,518	8.32	— 1.59
Vandura/Rally Vans	24,966	1.17	13,535	0.78	+ 0.39
AMC-JEEP	75,534	3.54	75,269	4.36	— 0.82
Cherokee	6,186	0.29	6,911	0.40	— 0.11
CJ	40,758	1.91	37,221	2.16	— 0.25
Pickups	4,705	0.22	6,113	0.35	— 0.13
Wagoneer	18,478	0.87	18,709	1.08	— 0.21
Scrambler	5,407	0.25	6,315	0.37	— 0.12
VOLKSWAGEN	2,079	0.10	8,086	0.47	— 0.37
Pickups	2,079	0.10	8,086	0.47	— 0.37
NISSAN	19,979	0.94	....	....	+ 0.94
Pickups	19,979	0.94	....	....	+ 0.94
TOTAL	2,136,007	100.00	1,725,453	100.00	

U. S. AUTO PRODUCTION BY MONTHS

	1978	1979	1980	1981	1982	1983
January	688,096	786,839	531,670	459,862	266,858	452,949
February	689,355	738,808	624,301	482,098	311,926	511,981
March	905,041	889,775	643,200	623,571	455,808	589,394
April	875,652	723,248	580,855	653,306	474,222	549,322
May	929,094	935,198	527,353	666,389	499,242	627,517
June	872,012	826,678	534,085	712,524	546,807	692,046
July	524,766	583,765	417,038	518,456	436,644	473,239
August	512,073	445,349	312,758	397,334	353,656	536,421
September	741,768	622,851	534,480	457,731	425,047	663,210
October	915,978	783,843	675,001	535,129	415,197	717,972
November	862,127	627,346	562,380	418,948	404,542	684,263
December	637,336	454,669	473,764	354,697	383,921	614,038
Yearly Totals	9,153,298	8,418,369	6,416,885	6,280,045	4,973,870	7,112,352

World Truck and Bus Production (Millions)



How domestic production was shared

U. S. CAR MODEL-YEAR OUTPUT, '83 VS. '82

	1983 Model Year	Pct. of Output	1982 Model Year	Pct. of Output	Pct. of Change '83 vs. '82
AMERICAN MOTORS	168,726	2.92	70,898	1.30	+ 1.62
AMC Total	26,521	0.46	70,898	1.30	− 0.84
Concord	5,300	0.09	33,693	0.62	− 0.53
Spirit	3,491	0.06	20,182	0.37	− 0.31
Eagle/SX4	17,730	0.31	17,023	0.31	0.00
Renault Total	142,205	2.46	......	0.00	+ 2.46
Alliance	142,205	2.46	......	0.00	+ 2.46
CHRYSLER CORP.	737,835	12.79	592,605	10.88	+ 1.91
Plymouth Total	273,489	4.74	247,936	4.55	+ 0.19
Horizon	94,829	1.64	85,356	1.57	+ 0.07
Reliant	174,170	3.02	162,580	2.98	+ 0.04
Caravelle	4,490	0.08	......	0.00	+ 0.08
Chrysler Total	159,882	2.77	103,310	1.90	+ 0.87
LeBaron	78,970	1.37	103,310	1.90	− 0.53
E-Class	43,305	0.75	......	0.00	+ 0.75
New Yorker (fwd)	37,607	0.65	......	0.00	+ 0.65
Dodge Total	304,464	5.28	241,359	4.43	+ 0.85
Omni	101,514	1.76	82,003	1.50	+ 0.26
Aries	136,440	2.37	125,016	2.30	+ 0.07
Dodge 400	28,413	0.49	34,340	0.63	− 0.14
Dodge 600	38,097	0.66	......	0.00	+ 0.66
FORD MOTOR	1,243,887	21.57	1,162,642	21.34	+ 0.23
Ford Division	783,225	13.58	748,732	13.74	− 0.16
Escort	244,780	4.24	318,418	5.85	− 1.61
Fairmont	80,833	1.40	127,739	2.34	− 0.94
Mustang/Mustang II	120,873	2.10	130,418	2.39	− 0.29
LTD/Granada	155,758	2.70	120,323	2.21	− 0.49
Thunderbird	121,999	2.12	45,142	0.83	+ 1.29
Crown Victoria/Ford	56,736	0.98	......	0.00	+ 0.98
EXP	2,246	0.04	6,692	0.12	− 0.08
L-M Division	460,662	7.99	413,910	7.60	+ 0.39
Mercury Total	359,594	6.24	328,597	6.03	+ 0.21
Lynx	69,497	1.21	100,113	1.83	− 0.62
Capri	25,376	0.44	36,134	0.66	− 0.22
Zehpyr	25,203	0.44	39,092	0.72	− 0.28
Marquis	67,358	1.17	56,950	1.05	+ 0.12
Cougar XR-7	75,743	1.31	16,867	0.31	+ 1.00
Grand Marquis/Mercury	95,718	1.66	77,157	1.42	+ 0.24
LN7	699	0.01	2,284	0.04	− 0.30
Lincoln Total	101,068	1.75	85,313	1.57	+ 0.18
Continental	16,831	0.29	23,908	0.44	− 0.15
Lincoln	53,381	0.93	35,069	0.65	− 0.28
Mark VII	30,856	0.53	26,336	0.48	+ 0.05
GENERAL MOTORS	3,511,491	60.87	3,516,326	64.55	− 3.68
Buick Division	808,416	14.01	739,984	13.58	+ 0.43
Skylark	104,647	1.81	144,560	2.65	− 0.84
Skyhawk J	63,152	1.09	47,918	0.88	+ 0.21
Century	127,926	2.22	102,965	1.89	+ 0.33
Regal	228,239	3.96	225,418	4.14	− 0.18
Buick	234,218	4.06	175,052	3.21	+ 0.85
Riviera	50,234	0.87	44,071	0.81	+ 0.06
Cadillac Division	292,814	5.08	235,584	4.33	+ 0.75
Cimarron	19,294	0.33	25,968	0.48	− 0.15
Seville	30,430	0.53	19,998	0.37	+ 0.16
Eldorado	67,416	1.17	52,018	0.95	+ 0.22
Cadillac	175,674	3.05	137,600	2.53	+ 0.52
Chevrolet Division	1,175,200	20.37	1,297,357	23.82	− 3.45
Chevette	169,563	2.94	243,463	4.47	− 1.53
Cavalier	218,588	3.79	195,024	3.58	+ 0.21
Celebrity	105,923	1.84	92,314	1.69	+ 0.15
Camaro	154,381	2.68	178,808	3.28	− 0.60
Citation	92,211	1.60	165,647	3.04	− 1.44
Malibu	117,426	2.02	116,125	2.13	− 0.11
Monte Carlo	96,319	1.67	92,391	1.71	− 0.04
Chevrolet*	220,789	3.83	188,178	3.45	+ 0.38
Corvette	......	0.00	25,407	0.47	− 0.47
Oldsmobile Division	916,583	15.89	702,340	12.89	+ 3.00
Omega	53,926	0.93	77,469	1.42	− 0.49
Firenza	40,752	0.71	30,108	0.55	+ 0.16
Cutlass	271,892	4.71	194,337	3.57	+ 1.14
Ciera	169,650	2.94	101,320	1.86	+ 1.08
Oldsmobile	340,758	5.91	265,178	4.87	+ 1.04
Toronado	39,605	0.69	33,928	0.62	+ 0.07
Pontiac Division	318,478	5.52	541,061	9.93	− 4.41
Acadian†	11,640	0.20	10,655	0.20	0.00
2000	78,329	1.36	118,859	2.18	− 0.82
1000	25,977	0.45	44,469	0.82	− 0.37
Firebird	74,884	1.30	116,364	2.13	− 0.83
Phoenix	27,493	0.48	49,165	0.90	− 0.42
Bonneville	54,414	0.94	80,440	1.48	− 0.54
Grand Prix	40,165	0.70	80,650	1.48	− 0.78
A6000	5,576	0.09	40,459	0.74	− 0.65
HONDA	33,508	0.58	......	0.00	+ 0.58
VOLKSWAGEN	73,446	1.27	102,664	1.89	− 0.62
CHECKER	......	0.00	2,000	0.04	− 0.04
Total Cars, U. S.	5,768,893	100.00	5,447,135	100.00	......

*—Standard Chevrolet total includes Canadian production.

†—Acadian built for sale in Canada only.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

1983 Position	1983 Total	Make	1982 Total	1982 Position
		SUBCOMPACTS		
1	244,780	Escort	318,418	1
2	169,563	Chevette	243,463	2
3	142,205	Alliance	....	....
4	101,514	Omni	82,003	6
5	94,829	Horizon	85,356	5
6	73,446	Rabbit	102,664	3
7	69,497	Lynx	100,113	4
8	33,508	Honda	....	....
9	25,977	T 1000	44,469	7
10	17,730	SX-4	10,965	9
11	11,640	Acadian	10,655	10
12	3,491	Spirit	20,182	8
13	2,246	EXP	6,692	11
14	699	LN7	2,284	12
	991,125	TOTAL	1,027,264	
		COMPACTS		
1	218,588	Cavalier	195,024	1
2	174,170	Reliant	162,580	3
3	154,381	Camaro	178,808	2
4	136,440	Aries	125,016	6
5	120,873	Mustang	130,418	4
6	80,833	Fairmont	127,739	5
7	78,970	LeBaron	103,310	9
8	78,329	J-2000	118,859	7
9	74,884	Firebird	116,364	8
10	63,152	Skyhawk	47,918	10
11	40,752	Firenza	30,108	14
12	28,413	Dodge 400	34,340	13
13	25,376	Capri	36,134	12
14	25,203	Zephyr	39,092	11
15	19,294	Cimarron	25,968	15
	1,319,658	TOTAL	1,471,678	
		INTERMEDIATES		
1	271,892	Cutlass	194,337	2
2	228,239	Regal	225,418	1
3	169,650	Ciera	101,320	8
4	155,758	LTD/Granada	120,323	5
5	127,926	Century	102,965	7
6	121,999	Thunderbird	45,142	16
7	117,426	Malibu	116,125	6
8	105,923	Celebrity	92,314	10
9	104,647	Skylark	144,560	4
10	96,319	Monte Carlo	92,391	9
11	92,211	Citation	165,647	3
12	75,743	Cougar XR7	16,867	19
13	67,358	Marquis	56,950	14
14	54,414	Bonneville	80,440	12
15	53,926	Omega	77,469	13
16	43,305	E Class	....	....
17	40,165	Grand Prix	80,650	11
18	38,097	Dodge 600	....	....
19	37,607	New Yorker	....	....
20	27,493	Phoenix	49,165	15
21	5,576	6000	40,459	17
22	5,300	Concord	33,693	18
23	4,490	Caravelle	....	....
....	....	Eagle	6,058	20
	2,045,464	TOTAL	1,842,293	
		STANDARDS		
1	340,758	Oldsmobile	265,178	1
2	234,218	Buick	175,052	3
3	220,789	Chevrolet	188,178	2
4	95,718	Grand Marquis/Mercury	77,157	4
5	56,736	Crown Victoria	....	....
....	....	Checker	2,000	5
	948,219	TOTAL	707,565	
		LUXURY		
1	175,674	Cadillac	137,600	1
2	67,416	Eldorado	52,018	2
3	53,381	Lincoln	35,069	4
4	50,234	Riviera	44,071	3
5	39,605	Toronado	33,928	5
6	30,856	Mark VII	26,336	6
7	30,430	Seville	19,998	9
8	16,831	Continental	23,908	8
....	....	Corvette	25,407	7
	464,427	TOTAL	398,335	
	5,768,893	GRAND TOTAL	5,447,135	

WHERE '84 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Alliance, Encore

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon, Charger, Turismo
Jefferson (Detroit)	Aries, Reliant, LeBaron, Dodge 600, Chrysler E Class, New Yorker E, Caravelle
Newark, Del.	Aries, Reliant, LeBaron wagon
St. Louis	Daytona, Laser, Aries, Reliant, LeBaron, Dodge 600, Diplomat, Gran Fury, Fifth Avenue

FORD MOTOR CO.

Atlanta	LTD, Marquis, Thunderbird
Chicago	LTD, Marquis
Dearborn	Mustang, Capri
Kansas City	Tempo, Topaz
Lorain, O.	Thunderbird, XR-7
Metuchen (Edison, N. J.)	Escort, Lynx
St. Louis	Grand Marquis, Crown Victoria
Wayne, Mich.	Escort, Lynx, EXP
Wixom, Mich.	Lincoln, Mark VII, Continental

GENERAL MOTORS

Arlington, Tex.	Monte Carlo, Cutlass Supreme
Baltimore	Monte Carlo, Bonneville, Grand Prix
Bowling Green, Ky.	Corvette
Detroit	Cadillac, Olds 88
Doraville, Ga.	Cutlass Ciera, Century
Fairfax, Kans.	Chevrolet, Olds 88, LeSabre, Parisienne
Flint	Regal, LeSabre, Electra
Framingham, Mass.	Celebrity, Ciera
Janesville, Wis.	Cavalier, Cimarron
Lake Orion, Mich.	Cadillac (fwd), Olds 98 (fwd)
Lansing	Cutlass Supreme, Olds 88, Olds 98
Leeds, Mo.	Firenza, Skyhawk
Linden, N. J.	Seville, Riviera, Eldorado, Toronado
Lordstown	Cavalier, 2000
Norwood, O.	Camaro, Firebird
Pontiac	Fiero
Oklahoma City	Celebrity, Century
Tarrytown, N. Y.	Citation, Phoenix
Van Nuys, Calif.	Camaro, Firebird
Wentzville, Mo.	Electra (fwd), Olds 98 (fwd)
Willow Run, Mich.	Omega, Skylark
Wilmington, Del.	Chevette, 1000, Acadian

AMERICAN HONDA MOTOR CO.

Marysville, O.	Accord

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

Canada

AMERICAN MOTORS

Brampton, Ont.	Eagle

FORD MOTOR CO.

Oakville, Ont.	Tempo, Topaz
St. Thomas, Ont.	Escort, Lynx, Crown Victoria, Grand Prix

GENERAL MOTORS

Oshawa, Ont.	Chevrolet, Celebrity, Parisienne, 6000
Ste. Therese, Que.	Cutlass Supreme, Grand Prix, Bonneville

VOLVO

Halifax, N. S.	Volvo

U. S. CAR OUTPUT BY MODEL YEAR

1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

U. S. CAR OUTPUT BY CALENDAR YEAR

1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471

WHERE '84 TRUCKS ARE BUILT

United States

AMERICAN MOTORS

Toledo	Jeep vehicles

CHRYSLER CORP.

Belvidere, Ill.	Rampage pickup
Warren, Mich.	light-duty trucks, Ramcharger

FORD MOTOR CO.

Kansas City	light trucks
Kentucky truck	medium, heavy and extra-heavy trucks
Lorain, O.	Econoline, Club wagon
Louisville	Ranger
Norfolk	light trucks
Michigan Truck (Wayne)	Bronco, light trucks
Twin Cities	light trucks

GENERAL MOTORS

Arlington, Tex.	El Camino, Caballero pickups
Detroit	Commercial, recreational, specialty vehicle chassis
Flint	Chevrolet, GMC pickups, Blazer, Jimmy, Suburban wagons
Janesville, Wis.	Chevrolet, GMC light trucks
Lordstown, O.	Chevrolet, GMC vans
Moraine, O.	Chevrolet S-10, GMC S-15 trucks
Pontiac	Chevrolet, GMC light and medium-duty trucks, GMC heavy trucks, Chevrolet S-10 and GMC S-15 trucks, buses
Shreveport, La.	Chevrolet S-10, GMC S-15 trucks
St. Louis	Chevrolet, GMC light trucks

INTERNATIONAL HARVESTER

Springfield, O.	medium and heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va.	medium and heavy trucks

NISSAN MOTOR MFG. CO.

Smyrna, Tenn.	Pickup trucks

Canada

CHRYSLER CORP.

Windsor, Ont.	Dodge Caravan, Plymouth Voyager minivans, Mini Ram Van, T-van
Pillette Rd. (Windsor)	Dodge Ram Van, Ram Wagon, B-Van

FORD MOTOR CO.

Ontario Truck (Oakville)	light trucks

GENERAL MOTORS

Oshawa	Chevrolet, GMC pickups
Scarborough, Ont.	Chevy Van, Sportvan, GMC Vandura, Rally

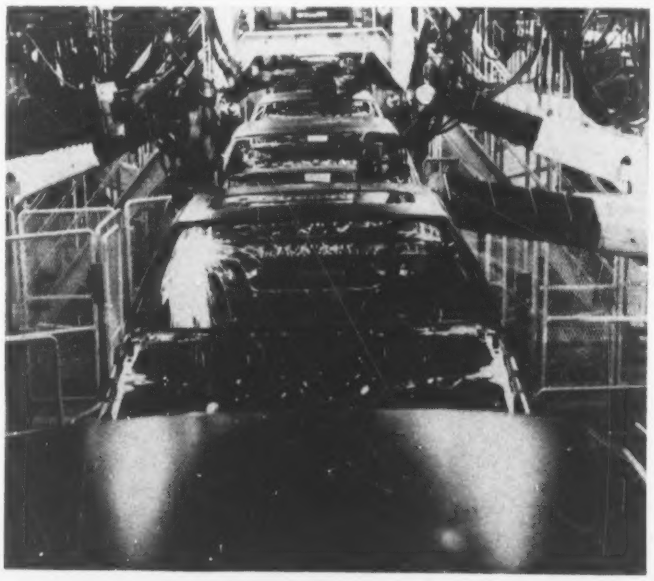
INTERNATIONAL HARVESTER

Chatham, Ont.	medium and heavy trucks

Geographical Trends in U. S. Car Output

Breakdown by States, '83 vs. '82

	Total Output 1983	Pct. of Output 1983	Overall Pos., 1983	Total Output 1982	Pct. of Output 1982	Overall Pos., 1982	Pct. Pt. Change '83 vs. '82
Michigan	2,123,507	29.86	1	1,711,081	34.40	1	— 4.54
Ohio	752,617	10.58	2	272,067	7.46	11	+ 3.12
Delaware	743,272	10.45	3	370,817	6.73	2	+ 3.72
Missouri	651,219	9.16	4	298,477	6.41	5	+ 2.75
Illinois	479,740	6.75	5	290,385	6.00	7	+ 0.75
Texas	430,754	6.05	6	142,242	5.99	12	+ 0.06
Georgia	414,947	5.83	7	334,666	5.84	3	— 0.01
Wisconsin	382,846	5.38	8	152,327	5.47	11	— 0.09
New Jersey	257,979	3.63	9	239,316	4.81	5	— 1.18
Oklahoma	234,601	3.30	10	79,109	3.55	15	— 0.25
Maryland	155,547	2.19	11	107,922	3.06	13	— 0.87
California	114,101	1.60	12	297,920	2.86	6	— 1.26
Kansas	101,010	1.42	13	318,935	2.17	4	— 0.75
Pennsylvania	98,207	1.38	14	84,246	1.69	14	— 0.31
New York	71,935	1.01	15	176,636	1.59	10	— 0.58
Massachusetts	71,796	1.01	16	74,886	1.51	16	— 0.50
Kentucky	28,174	0.40	17	22,838	0.46	17	— 0.06
TOTALS	7,112,352	100.00		4,973,870	100.00		



Sales/Registrations

After three long years of recession and depression, 1983 was a year of recovery for the auto industry. After a slow start, the year was marked by steady growth in both sales and registrations for the domestic market. Momentum grew throughout the year, and when the final tallies came in the industry recorded the best sales year since 1979.

The domestic makers reported sales of 6.8 million new passenger cars, up 18 percent from the 5,750,000 sold in 1982. It was the best domestic total since 1979 when 8.3 million cars were sold.

The import makers enjoyed their second best year in the U. S. market. Import sales reached 2,380,000, up 7 percent from 2,221,000 in 1982. Record sales for the imports were achieved in 1980. Imports accounted for 25 percent of the 1983 market, down two percentage points from the record 27 percent they claimed in 1982.

The auto makers opened 1983 looking for signs of the upturn everyone was talking about. Rebates and sales incentives, which had become commonplace in the preceeding recessionary years were dropped. Slowly consumers came around. It wasn't until March that confidence levels began increasing and sales followed.

The surprise in the car market was the increasing demand throughout the year for full-size cars and intermediates. The Thunderbird soared. The full-size Oldsmobile, Buick and Chevrolet picked up steam. The demand for Lincolns and Chryslers grew. The GM front-wheel-drive A-cars, which had been launched two years earlier, finally began to pick up steam.

Steady growth in sales and registrations

At the same time, buyer preference shifted away from high mileage small cars and diesel engine packages. While these models showed an increase reflecting the upturn in the economy, it was the bigger cars the customers really wanted. Observers agree that the American consumer became accustomed to gasoline prices of $1.30 per gallon at the pump.

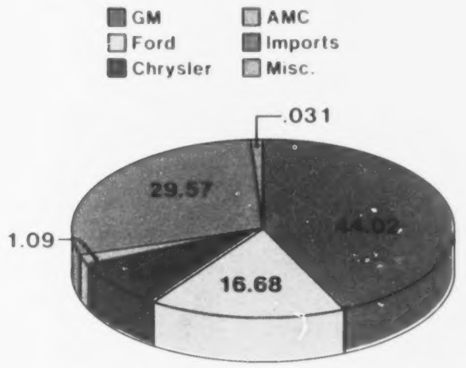
Truck makers also witnessed an end to the doom and gloom years and posted their best year in four years. Retail sales were up in 1983 in all three major market segments, light, medium and heavy trucks. Combined sales totaled 3 million trucks, up 25 percent from 2.4 million in 1982. It was the highest count since 1979 when 3.4 million trucks were retailed, but far short of the all-time high of 4.1 millon in 1978.

The 1983 sales picture can be attributed to the broad-based improvements in the economy that brought unemployment and inflation rates down at the same time and caused consumers to be much more confident about the future. The recovery was not limited to the individual consumer. Business demand for new vehicles was strong in 1983.

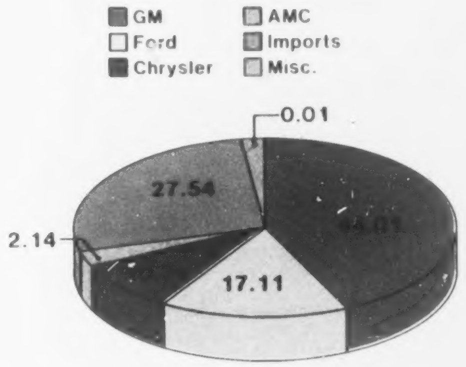
In particular the light truck market has been on a roll. The light trucks had been the first to slump after the Iranian revolution and the onset of soaring fuel prices and spot shortages. Sales demand has swelled since the improvement in the fuel efficiency of conventional models and especially since the introduction of the domestic compact models late in 1982.

BEST AVAILABLE COPY

U.S. New-Car Registrations by Corporations 1982



U.S. New-Car Registrations by Corporations 1983



U. S. NEW-CAR REGISTRATIONS, 1983-82

	1983	1982
AMC Alliance FWD	126,076	24,637
Encore FWD	15,757	
Spirit	4,975	16,797
Concord	9,157	23,000
Concord SW	4,252	8,565
Eagle 4WD	3,836	5,801
Eagle 4WD SW	20,944	19,019
Eagle 4WD SX4	5,790	10,887
TOTAL AMC	190,797	108,706
Chrysler Laser FWD	9,518	
LeBaron FWD	67,886	77,325
LeBaron SW FWD	11,578	8,659
E-Class/New Yorker FWD	81,845	7,953
Cordoba	10,421	15,372
New Yorker Fifth Avenue	71,663	59,966
Imperial	1,264	2,603
Total	254,175	171,678
Plymouth Horizon FWD	56,485	72,436
Turismo FWD	35,381	10,457
Reliant FWD	108,802	104,199
Reliant SW FWD	45,877	41,017
Gran Fury	12,139	15,410
Total	258,684	243,519
Dodge Omni FWD	50,022	62,958
Charger	44,938	15,214
Daytona	7,412	
Aries FWD	81,043	77,921
Aries SW FWD	36,945	33,725
600 '84/400 '83 FWD	28,929	27,466
Diplomat	20,857	23,094
Diplomat SW		74
Mirada	4,435	7,172
600 FWD	33,052	4,559
Total	307,633	252,183
TOTAL CHRYSLER CORP.	820,492	667,580
Ford Escort FWD	242,622	248,882
Escort SW FWD	80,938	79,983
EXP	20,333	38,421
Fairmont	46,869	129,439
Fairmont SW		2,057
Tempo FWD	124,060	9
Granada		61,945
Granada SW		33,606
LTD	117,337	14,478
LTD SW	47,993	4,752
LTD '82		44,349
LTD Crown Victoria	94,701	53,183
LTD Crown Victoria SW	20,930	21,027
Mustang	113,957	115,095
Thunderbird	124,992	42,244
Total	1,034,732	889,470
Lincoln Town Car	57,348	40,087
Mark VI and VII	26,353	25,929
Continental	13,505	21,804
Total	97,206	87,820
Mercury Lynx FWD	61,599	73,526
Lynx SW FWD	17,135	20,434
LN7 FWD	4,945	12,829
Capri	22,951	30,162
Zephyr	13,361	40,256
Zephyr SW		815
Topaz FWD	36,106	
Cougar '82		28,632
Cougar '82 SW		13,150
Marquis '83/'84	49,689	5,189
Marquis '83/'84 SW	15 678	2,677
Marquis '82		7,292
Marquis Brougham '82		14,486
Grand Marquis	81,097	41,419
Grand Marquis SW	12,092	9,868
Cougar '83/'84/XR-7	80,388	15,558
Total	395,041	316,293
Lincoln-Mercury Div. Total	492,247	404,113
TOTAL FORD MOTOR CO.	1,526,979	1,293,583
Buick Skylark FWD	100,213	143,012
Skyhawk FWD	61,409	44,141
Skyhawk SW FWD	10,092	845
Century FWD	145,481	96,548
Century SW FWD	730	
Regal	214,999	207,111
Regal SW	11,967	14,372
LeSabre	127,412	91,695
Electra	76,479	57,930
Electra FWD	159	
Buick SW	18,192	14,918
Riviera FWD	51,123	43,099
Total	818,256	713,671
Cadillac DeVille	126,867	109,584
DeVille FWD	103	
Cimarron	19,124	13,195
Fleetwood and Chassis	43,437	38,627
Fleetwood FWD	33	
Eldorado FWD	69,487	55,761
Seville FWD	32,501	23,030
Total	291,552	240,197
Chevrolet Chevette	176,053	229,164
Camaro	175,690	173,686
Cavalier FWD	180,228	91,170
Cavalier SW FWD	69,469	26,940
Citation FWD	92,126	184,396
Malibu	43,992	64,998
Malibu SW	41,505	42,766
Celebrity FWD	170,410	96,799
Celebrity SW FWD	1,940	
Monte Carlo	102,628	95,619
Impala	46,037	49,619
Caprice	126,744	101,990
Chevrolet SW	57,644	44,015
Corvette	26,037	21,462
Total	1,310,503	1,222,624
Oldsmobile Omega FWD	49,081	71,711
Firenza FWD	31,491	26,004
Firenza SW FWD	12,405	806
Cutlass Ciera FWD	183,141	109,942
Cutlass Ciera SW FWD	2.615	
Cutlass Supreme/Calais	301.620	256.025
Cutlass SW	17,454	20,003
Delta 88	193,981	154,110
98	114,409	85,005
98 FWD	24	
Oldsmobile SW	25,907	19,729
Toronado FWD	39,101	32,367
Total	971,229	775,702
Pontiac 1000	33,710	49,286
Firebird	90,859	98,114
2000 FWD	73,119	47,425
2000 SW FWD	12,316	8,277
Phoenix FWD	24,619	48,130
Bonneville	69,209	58,751
Bonneville SW	12,789	14,182
6000 FWD	89,116	52,687
6000 SW FWD	774	
Grand Prix	87,012	80,158
Catalina		453
Bonneville '81/Parieienne	6,997	1,711
Bonneville Brougham '81/Paris Bgm.	12.125	1,500
Pontiac SW	5,721	475
Fiero	18,038	
Total	536,404	461,149
TOTAL GM CORP.	3,927,944	3,413,343
Checker	250	1,151
Miscellaneous Domestic	617	2,499
Domestic Station Wgn. Total	615,882	506,756
Domestic Grand Total	6,466,829	5,485,711
Import Total	2,457,357	2,268,631
Grand Total All Registrations	8,924,186	7,754,342

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Registrations not available for Oklahoma. New York Nov.-Dec. figures compiled from manufacturer's sales records.

U. S. TRUCK REGISTRATIONS

1983 VS. 1982★

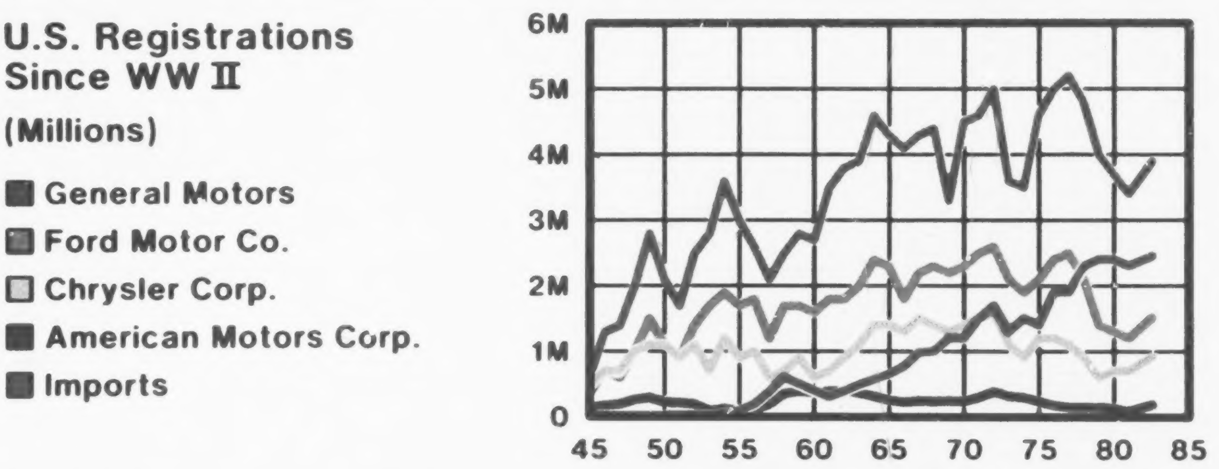
	1983	Percent Share of '83 market	1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	942,568	31.65	733,120	30.16	+ 1.51
Chevrolet	904,672	30.39	758,107	31.19	− 0.80
Dodge	253,500	8.52	218,078	8.97	− 0.45
GMC	247,970	8.33	212,908	8.76	− 0.43
Jeep	76,453	2.57	62,097	2.56	+ 0.01
International	50,526	1.70	45,902	1.89	− 0.19
Mack	15,038	0.50	15,590	0.64	− 0.14
Freightliner	11,111	0.37	7,292	0.30	+ 0.07
Plymouth	10,187	0.34	10,174	0.42	− 0.08
Peterbilt	8,026	0.27	5,781	0.24	+ 0.03
Kenworth	7,972	0.27	7,344	0.30	− 0.03
White	3,242	0.11	2,669	0.11	....
Mercedes-Benz	2,888	0.10	2,960	0.12	− 0.02
Volvo	1,641	0.06	763	0.03	+ 0.03
Autocar	992	0.03	596	0.03	....
Western Star	322	0.01	638	0.03	− 0.01
Miscellaneous*	439,448	14.76	346,452	14.25	+ 0.51
TOTALS	2,976,556	100.00	2,430,471	100.00	....

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records

SALES PER OUTLET BY MAKE, 1961-1983

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	961
Oldsmobile	320	254	263	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	288	247	244	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Chevrolet	261	238	259	303	364	394	381	350	302	332	408	352	355	268	326	323	307	330	365	317	319	305	231
Ford	230	197	197	204	269	326	335	308	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Cadillac	189	157	144	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Pontiac	187	162	179	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Volkswagen†	177	164	241	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Mercury	156	125	127	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Renault††	135	51	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Dodge	120	105	126	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	99	98	129	97	110	133	143	174	127	176	216	187	185	186	174	186	165	157	166	138	131	96	88
Chrysler	94	66	35	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	67	64	43	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
AMC	23	53	85	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Imperial*	2	6	11	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

† Volkswagen counted as domestic since 1981. †† Renault counted as domestic since 1982. * Imperial marketed as Chrysler nameplate 1971-75. Not sold 1976-1979.



U.S. Registrations Since WW II

(Millions)

SALES PER OUTLET BY MAKE: DOMESTICS

Sales per U. S. new-car franchise

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Volkswagen	177	164	241†	—	—	—	—	—	—	—
Pontiac	187	162	179	195	241	277	249	233	155	151
Cadillac	189	157	144	133	193	215	207	190	166	138
Mercury	156	125	127	117	172	195	172	143	119	117
Dodge	120	105	126	108	133	158	162	166	117	149
Plymouth	99	98	129	97	110	133	143	174	127	176
Chrysler	94	66	35	50	76	89	96	86	70	36
Lincoln	67	64	43	45	80	115	112	76	62	56
AMC	23	53	85	88	97	105	112	140	177	176
Renault	135	51††	—	—	—	—	—	—	—	—
Imperial	2	6	11	6	—	—	—	—	—	—

† VW was considered an import prior to 1981. Includes U. S. and imported cars.
†† Renault now classified as domestic. Includes U. S. and imported cars.

TRUCK REGISTRATIONS PER OUTLET

	1983	1982	1981	1980	1979	1978	1977
Ford	197	156	142	152	201	233	199
Chevrolet	176	146	120	129	181	215	187
GMC	101	96	63	70	106	121	102
Dodge	89	83	64	89	115	141	145
Peterbilt	87	66	75	58	76	86	121
Mack	65	66	81	88	116	105	100
Freightliner	63	41	50	55	72	62	......
Kenworth	59	61	80	93	124	128	139
International	57	49	52	56	74	70	65
Jeep	50	40	34	45	77	93	71
White	18	23	24	33	51	54	83
Mercedes-Benz	17	17	21	......	......	......	......
Volvo	13	7	14	8	......	......	......
Plymouth*	4	4	6	12	17	7	2

*—Plymouth trucks are four-wheel-drive Trail Duster, Arrow and Scamp pickup trucks and Voyager window vans.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	426	421	475	445	323	384	279	280	200
Mitsubishi	435	59	......	......	......	......	......	......	......	......
Oldsmobile	320	254	263	251	286	302	294	272	192	158
Buick	288	247	244	239	234	256	245	244	171	141
Chevrolet	261	238	259	303	364	394	381	350	302	332
Ford	230	197	197	204	269	326	335	308	276	318
Mazda	228	213	218	213	213	114	95	69	154	182
Volvo	220	185	159	140	136	120	103	89	126	120
Subaru	198	195	201	191	175	145	118	76	72	41
Cadillac	189	157	144	133	193	215	207	190	166	138
Pontiac	187	162	179	195	241	277	249	233	155	151
Mercedes-Benz	177	161	154	132	130	115	119	107	112	98
Volkswagen†	177	164	241	264	274	213	252	187	232	283
Mercury	156	125	127	117	172	195	172	143	119	117
BMW	145	132	112	103	98	92	93	89	68	60
Renault††	135	51	22	24	44	47	46	24	26	28
Dodge	120	105	126	108	133	158	162	166	117	149
Audi	115	108	118	97	98	95	85	79	124	150
Plymouth	99	98	129	97	110	133	143	174	127	176
Isuzu	98	77	98	......	......	......	......	......	......	......
Chrysler	94	66	35	50	76	89	96	86	70	36
Saab	81	60	47	44	46	48	42	29	35	33
Jaguar	81	49	20	11	14	17	15	13	11	6
Lincoln	67	64	43	45	80	115	112	76	62	56
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
AMC	23	53	85	88	97	105	112	140	177	176
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plymouth Colt	13	15	19	27	22	15	28	......	......	......
Challenger	5	6	6	6	7	9	......	......	......	......
Sapporo	4	5	6	5	5	......	......	......	......	......
Imperial	2	6	11	6	......	......	......	......	......	......
Fiat	......	30	59	61	90	89	93	85	140	105
DeLorean	......	8	......	......	......	......	......	......	......	......

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

Copyright, 1984, Automotive News

IMPORTED CAR SALES

	12 Mos., 1983	12 Mos., 1982
Alfa Romeo	3,002	2,193
Audi	47,936	45,954
BMW	59,242	52,393
Challenger/Conquest	14,024	14,128
Plymouth Colt	34,513	37,129
Dodge Colt	39,158	37,902
DeLorean	....	2,830
Fiat	4,489	14,113
Honda	350,670	365,865
Isuzu	20,731	15,462
Jaguar	15,815	10,349
Lancia	513	1,174
Mazda	173,388	163,638
Mercedes-Benz	73 692	65,963
Mitsubishi	32,755	3,950
Nissan	521,902	470,246
Peugeot	15,241	14,323
Porsche	21,831	14,407
Renault	33,220	37,540
Saab	26,323	18,463
Sapporo/Conquest	11,571	13,068
Subaru	156,840	150,335
Toyota	555,766	530,246
Vista	4,303	....
Volkswagen	77,009	67,352
Volvo	88,857	72,375
TOTAL	2,382,800	2,221,398

Big Three Truck Sales

	Calendar Year	
	1983	1982
Ford		
Vans	169,285	125,478
Club Wagon	30,446	33,668
Ranger	187,524	104,396
Courier	5,657	32,967
Bronco	42,631	41,228
Bronco II	63,178	....
Pickups	453,103	408,899
Mediums	32,424	44,911
Heavies	7,705	....
Chevrolet		
Vans	141,575	101,932
Sportvan	18,178	15,843
S-10	198,222	177,758
S-10 Blazer	106,214	8,161
LUV	....	22,304
El Camino	24,010	22,732
Blazer	31,282	24,103
Suburban	37,222	28,004
Pickups	412,533	393,277
Mediums	14.828	14,691
Tandem	623	....
Chrysler		
Vans	71,732	60,780
Voyager	3,914	....
Ram Wagon	36,626	28,486
Caravan	4,260	....
Mini Ram Van	18	....
Ram 50	33,141	34,614
Other		
Plymouth Trucks	7,139	11,042
Ramcharger	21,415	11,504
Rampage	10,297	17,067
Pickups	85,636	82,452
GMC		
Vans	45,535	27,661
S-15	40,491	39,358
S-15 Jimmy	21,760	1,229
Jimmy	7,361	6,574
Caballero	2,160	2,573
Suburban	11,292	9,490
Pickups	105,741	109,762
P Models	4,071	3,765
Mediums	18,295	20,123
Heavies	7,442	8,399

Domestic Car Sales

	1983	1982
Alliance	126,008	30,173
Encore	20,182	....
Renault	146,190	30,173
Spirit	4,441	16,182
Concord	11,513	30,872
Eagle	31,207	35,206
AMC	47,161	82,260
AMERICAN MTRS.	193,351	112,433
Horizon	56,763	46,907
Turismo/TC3	36,497	39,704
Reliant	157,247	146,762
Plymouth	15,101	18,255
Total Plymouth	265,606	251,628
Laser	11,097	....
LeBaron K	80,309	88,575
Cordoba	10,375	15,828
New Yorker 5th Ave.	73,729	62,725
E-Class	35,283	9,122
New Yorker E	50,091	119
Total Chrysler	260,884	176,369
Total Imperial	1,153	2,601
Omni	50,451	40,002
Charger/024	45,975	41,275
Daytona	8,761	....
Aries	119,400	113,076
600 Coupe/400	28,488	28,946
Diplomat	22,603	24,866
Mirada	4,417	7,316
Dodge 600	33,882	5,624
Total Dodge	313,977	261,105
CHRYSLER CORP.	841,622	691,703
EXP	19,574	39,021
Escort	326,333	337,667
Mustang	116,976	119,526
Tempo	136,148	....
Fairmont	37,521	139,056
Granada	3,751	94,750
Thunderbird	134,710	42,585
LTD '83	165,396	26,820
Ford Crown Victoria	119,905	126,065
Ford Division	1,060,315	925,490
LN7	4,694	13,107
Lynx	78,876	95,959
Topaz	41,796	....
Zephyr	11,583	42,363
Cougar/Monarch	906	40,829
XR-7	87,027	15,609
Capri	22,708	31,280
Marquis '83	65,184	10,645
Mercury Gr. Marquis	96,659	77,348
Total Mercury	409,433	327,142
Continental	13,691	22,611
Lincoln	59,626	42,537
Mark VII	28,257	27,920
Total Lincoln	101,574	93,068
L-M Division	511,007	420,208
FORD MOTOR	1,571,321	1,345,698
Skyhawk	72,998	46,942
Skylark	102,763	141,766
Century FD	150,280	99,873
Regal Sedan/Coupe	234,035	222,169
LeSabre	151,555	108,989
Electra	80,106	59,599
Riviera	53,346	43,673
Buick Division	845,083	723,011
Cimarron	19,188	13,774
Seville	33,522	24,029
Cadillac	176,003	154,229
Eldorado	71,624	57,263
Cadillac Division	300,337	249,295
Chevette	178,759	231,927
Cavalier	259,397	121,392
Citation	92,379	186,782
Camaro	178,266	182,848
Celebrity	180,354	101,311
Malibu	85,421	110,736
Monte Carlo	105,797	98,954
Chevrolet	238,930	204,193
Corvette	28,144	22,477
Chevrolet Division	1,347,447	1,260,620
Firenza	44,753	28,282
Omega	49,818	72,392
Cutlass Ciera	191,720	113,921
Cutlass/Supreme	331,179	280,566
Olds 88	228,770	180,840
Olds 98	119,526	89,222
Toronado	41,791	34,362
Oldsmobile Div.	1,007,559	799,585
Fiero	22,591	....
1000	34,173	51,257
2000/Sunbird	88,313	57,048
Phoenix	24,362	49,527
Firebird	90,777	105,686
6000	92,513	55,794
Bonneville	84,122	76,063
Grand Prix	89,355	83,598
Parisienne	26,929	4,176
Pontiac Division	553,135	483,149
GENERAL MTRS.	4,053,561	3,515,660
VOLKSWAGEN	85,045	91,166
HONDA	50,402	....
DOM. TOTAL	6,795,302	5,756,660
IMPORT TOTAL	2,382,475	2,221,398
INDUSTRY TOTAL	9,177,177	7,978,058

*—AMC does not issue a nameplate breakdown for 10-day periods.

NEW-CAR REGISTRATIONS IN U. S. BY STATES' 1983-1982

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'83	716	3696	3178	1763	8637	13556	1164	4767	19487	14874	3704	21219	16222	8927	64946	29607	123393	'83	Alabama
	'82	343	1906	2735	1374	6015	11517	894	3408	15819	12069	2813	18208	11508	6913	51309	27230	100716	'82	
Alaska	'83	624	574	723	689	1986	2177	102	694	2973	729	214	2748	1015	436	5142	7306	18031	'83	Alaska
	'82	775	356	625	605	1586	2345	111	656	3112	835	197	1982	809	522	4145	6717	16335	'82	
Arizona	'83	1078	2029	1585	1297	4851	11252	1438	2883	15573	7312	3229	13966	7465	3633	35605	26692	83799	'83	Arizona
	'82	732	1527	1242	1624	4393	10435	1098	2368	13901	6243	2550	13334	6091	3156	31374	24633	75033	'82	
Arkansas	'83	506	1863	1897	1139	4899	8950	1082	4364	14396	5525	2307	11326	10109	4056	33323	11698	64822	'83	Arkansas
	'82	319	1629	2376	1319	5324	10288	1218	4202	15708	5892	2178	12070	9822	4231	33993	10688	66032	'82	
California	'83	13344	18524	20329	13385	52238	99076	9774	30471	138321	52358	37600	86588	64732	28209	296487	448895	922285	'83	California
	'82	5371	12022	13559	10565	36146	73543	7259	22009	102811	50251	31273	88133	53460	26691	249808	412711	806847	'82	
Colorado	'83	3591	2660	4089	2738	9487	11495	1301	3745	16541	8481	2304	12800	8349	5132	37066	44560	111245	'83	Colorado
	'82	2597	1868	2675	2759	7302	11126	1133	3454	15713	8085	1954	13534	7725	4568	35866	42219	103697	'82	
Connecticut	'83	3614	4122	5717	5390	15229	12938	726	5562	19226	11980	3341	18906	12318	6752	53297	52074	143510	'83	Connecticut
	'82	1881	2576	4675	5139	12390	10837	596	4066	15499	9633	2668	17116	9138	6354	44909	46486	121164	'82	
Delaware	'83	622	1083	1154	1180	3417	3116	247	1911	5274	3130	976	6520	4418	1786	16829	9880	36022	'83	Delaware
	'82	338	598	1042	1015	2655	2242	183	1401	3826	2706	610	5649	3339	1739	14040	9288	30147	'82	
District of Columbia	'83	546	853	402	573	1828	1939	320	641	2900	887	613	2411	1416	697	6024	7248	18546	'83	District of Columbia
	'82	161	496	372	504	1372	1677	236	480	2393	782	549	2405	1149	657	5512	6327	15755	'82	
Florida	'83	8802	16745	22857	14847	54449	79241	10511	27804	117556	55061	28675	81941	52439	41232	259348	149734	589889	'83	Florida
	'82	4940	10091	17478	10124	37693	60943	9494	20392	90829	39868	21612	65069	38211	31063	195823	136865	465950	'82	
Georgia	'83	2254	5195	6347	3121	14663	26680	2170	9656	38506	21635	7708	33064	25982	15803	104192	66562	226177	'83	Georgia
	'82	1005	2580	3683	2334	8597	19080	1510	6342	26932	15066	5168	24537	16599	11249	72619	53821	162975	'82	
Hawaii	'83	215	346	871	378	1595	4573	583	1986	7242	2137	417	2959	1576	1016	8075	25645	42772	'83	Hawaii
	'82	125	291	711	279	1281	3980	587	3529	8096	1572	296	1782	584	839	5053	22582	37137	'82	
Idaho	'83	472	763	932	518	2213	1935	170	1272	3377	1612	443	2797	1879	1197	7928	8268	22258	'83	Idaho
	'82	377	430	790	528	1748	2202	131	911	3244	1555	374	3134	1585	1311	7959	8387	21715	'82	
Illinois	'83	10302	16263	16790	13757	46810	55741	5375	24454	83570	62343	18913	80216	70817	35646	267935	102205	510822	'83	Illinois
	'82	6210	11230	14718	13426	39374	50751	4928	18573	74252	57479	14754	72682	57927	30266	233107	97495	450438	'82	
Indiana	'83	4315	5839	6234	5496	17569	20341	1200	8032	29573	19464	4675	30366	27000	12173	93678	27131	172266	'83	Indiana
	'82	2667	4336	5827	6556	16719	19859	1190	6892	27941	17579	4102	29644	22221	10830	84376	27182	158905	'82	
Iowa	'83	1938	2997	3818	2083	8898	12319	584	5512	18415	9624	1809	18514	11949	5804	47700	13853	90804	'83	Iowa
	'82	1159	1901	3619	2425	7945	11275	535	4338	16148	8467	1496	18054	8793	5049	41859	13584	80695	'82	
Kansas	'83	1204	2865	2237	2151	7253	9834	792	3885	14511	8031	2111	13227	10826	4949	39144	18183	80295	'83	Kansas
	'82	948	2125	1956	2164	6245	9717	862	3637	14216	7927	1899	12839	9022	4781	36468	17328	75205	'82	
Kentucky	'83	2220	2780	3258	2438	8476	13332	1132	5095	19559	8595	3364	19091	12704	5773	49527	19685	99667	'83	Kentucky
	'82	1447	1849	2592	2130	6571	12643	1103	3814	17560	7402	2731	17458	10075	5230	42896	19539	88013	'82	
Louisiana	'83	1202	3315	3261	1561	8137	19669	3232	7549	30450	13841	5368	19821	22812	10078	71920	36217	147326	'83	Louisiana
	'82	492	2767	2979	1818	7564	20522	3481	7433	31436	13538	5317	20264	21668	8616	69603	32603	141696	'82	
Maine	'83	1411	835	2740	1868	5443	6579	217	2781	9577	3207	458	6978	3827	2594	16864	13337	46682	'83	Maine
	'82	859	672	2175	1706	4553	5076	139	1942	7157	2459	322	6337	2359	1937	13414	12220	38203	'82	
Maryland	'83	4020	6939	11201	11484	29624	29152	1484	9827	40463	20359	5607	45024	23773	15656	110419	67637	252163	'83	Maryland
	'82	1863	4472	7440	9673	21585	22683	1018	6921	30622	18458	4441	36894	18775	12507	91075	59338	204483	'82	
Massachusetts	'83	8016	7091	11519	10571	29181	28937	2078	12186	43201	21899	5766	38601	23317	13217	102854	80448	263700	'83	Massachusetts
	'82	4021	4479	9582	9220	23281	23140	1507	8844	33491	18551	4117	36592	17111	10725	87096	73627	221516	'82	
Michigan	'83	22284	18777	22059	16712	57548	70789	7021	34372	112182	53050	14678	72056	59598	43721	243103	49945	485062	'83	Michigan
	'82	10913	12879	17491	16270	46640	52589	8524	25910	87023	39854	10338	61888	43271	32362	187713	42354	374643	'82	
Minnesota	'83	3680	5298	7768	11806	24872	20242	1035	7157	28434	19324	3013	28204	26427	11692	88660	29587	175233	'83	Minnesota
	'82	2452	3946	6317	10556	20919	19260	906	6473	26639	18716	2660	27512	21802	10355	81045	26388	157443	'82	
Mississippi	'83	341	1697	861	1148	3706	7965	1048	3249	12262	7979	1898	9814	10569	5236	35496	14878	66683	'83	Mississippi
	'82	250	1237	723	1042	3002	7290	926	2693	10909	6195	1544	9232	8355	4191	29517	13086	56764	'82	
Missouri	'83	2767	5824	6949	5084	17857	25117	1894	10020	37031	18842	4636	27525	24002	10453	85458	36090	179203	'83	Missouri
	'82	1740	3905	5417	4867	14189	20876	1617	7601	30094	16064	3705	24841	18432	9372	72414	34422	152859	'82	
Montana	'83	812	749	728	481	1958	2429	136	1286	3851	2064	413	3237	2340	1080	9134	6053	21808	'83	Montana
	'82	655	485	677	489	1651	2284	146	1085	3515	1867	322	3437	1966	1003	8585	5554	19960	'82	
Nebraska	'83	1091	1691	1635	1355	4681	6321	364	2388	9073	5927	1016	8687	5711	2645	23986	8246	47077	'83	Nebraska
	'82	552	1236	1378	1376	3990	6044	381	1997	8422	5349	983	8938	4723	2409	22382	8286	43632	'82	
Nevada	'83	865	699	1123	492	2314	4058	444	1303	5805	1810	1379	3295	2137	1469	10090	10790	29664	'83	Nevada
	'82	604	586	1133	643	2364	3800	355	1023	5178	1227	1125	3914	1864	1403	9533	10459	28138	'82	
New Hampshire	'83	2044	1494	2762	2285	6541	7040	453	2596	10089	4498	958	9811	4974	3767	24008	21472	64157	'83	New Hampshire
	'82	1350	901	2458	2185	5544	6733	263	2072	9068	3858	735	9616	3446	2993	20848	20244	56054	'82	
New Jersey	'83	5832	10292	13169	7859	31320	31812	3991	12949	48752	32868	14959	50240	35060	19886	153013	110136	350053	'83	New Jersey
	'82	3423	7189	12539	9617	29345	29169	3651	10506	43326	32074	13717	49707	27798	19768	143064	105062	324220	'82	
New Mexico	'83	658	1119	1050	966	3135	5462	536	2144	8142	3310	862	5467	3765	2648	16052	13779	41766	'83	New Mexico
	'82	640	870	935	1094	2899	5250	495	1893	7638	3243	880	5939	3664	2820	16546	13077	40800	'82	
New York	'83	16663	20402	29136	28241	77749	55668	5876	21793	83337	52119	26027	90914	62100	36148	267308	179662	624719	'83	New York
	'82	9074	14530	22985	26937	64452	47010	4774	18578	70362	46273	23065	92155	50144	31083	242700	162679	549267	'82	
North Carolina	'83	2779	4918	4783	4084	13785	28253	1527	8107	37887	24486	4906	34777	23899	13962	102030	66973	223454	'83	North Carolina
	'82	1481	2826	3281	3883	9990	21329	1948	4769	27146	18235	3714	30097	16691	11565	80302	60529	179448	'82	
North Dakota	'83	401	915	729	574	2218	2673	190	1056	3919	2274	390	3872	2840	1578	10954	3686	21178	'83	North Dakota
	'82	404	735	735	701	2171	2551	166	1262	3979	1941	392	4109	2559	1293	10334	3603	20491	'82	
Ohio	'83	11373	12148	17581	13521	43250	57540	3722	22878	84140	43380	11269	78555	51534	26846	211584	78732	429084	'83	Ohio
	'82	6331	8200	15629	14291	38120	45791	3298	16683	65772	38135	8765	68460	41163	22632	170155	72259	361637	'82	
Oklahoma	'83																		'83	Oklahoma
	'82																		'82	
Oregon	'83	1224	1758	2357	1717	5832	8657	483	2591	11731	5186	2038	9621	5433	3304	25584	37736	82107	'83	Oregon
	'82	948	1061	2099	1542	4702	6633	419	2024	9076	4727	1545	9150	4082	3126	22630	34856	72212	'82	
Pennsylvania	'83	16933	16288	20317	18050	54655	50812	3869	19742	74423	44438	13971	72710	45355	29242	205716	107587	459314	'83	Pennsylvania
	'82	11845	11968	18055	18993	49016	46246	2701	17284	66231	37215	11059	68549	34514	24050	175387	105702	408181	'82	
Rhode Island	'83	1379	983	1813	1136	3932	3798	227	1493	5518	3025	753	4261	3325	1750	13119	10717	34665	'83	Rhode Island
	'82	662	624	1224	1083	2931	3244	141	1167	4552	2497	529	3713	2059	1308	10106	9627	27878	'82	
South Carolina	'83	697	2445	2715	1980	7140	12150	768	4234	17152	11177	2255	16061	13118	7172	49783	29034	103806	'83	South Carolina
	'82	329	1503	2118	1821	5442	10825	764	3003	14592	8777	1794	13618	9408	5984	39581	27008	86950	'82	
South Dakota	'83	477	745	706	618	2069	2371	112	924	3407	2013	292	3823	2282	1178	9588	2749	18290	'83	South Dakota
	'82	322	486	537	658	1681	2115	122	1031	3268	1829	252	3371	1751	1061	8016	2565	15854	'82	
Tennessee	'83	1742	3640	3867	2951	10458	17728	1963	6572	26263	15454	4993	24149	19788	13071	77455	38748	154666	'83	Tennessee
	'82	1216	2210	3022	2504	7736	15815	1374	4938	22127	11522	4175	21603	14824	10323	62447	37382	130918	'82	
Texas	'83	4827	16654	9322	7373	33349	64109	12434	27871	104414	60183	28725	78532	87526	35348	290314	144003	576907	'83	Texas
	'82	3131	12077	8964	8232	29273	69982	13121	27043	110146	63873	27893	91732	87569	39773	310840	140189	593579	'82	
Utah	'83	1299	1638	1699	1575	4912	3953	367	1804	6124	3105	684	6009	3110	1868	14776	16375	43486	'83	Utah
	'82	686	1038	1315	1501	3854	3185	261	1218	4664	2865	637	5925	2317	1762	13506	15043	37753	'82	
Vermont	'83	1001	548	1203	1331	3082	2535	87	1016	3638	1817	253	4180	1331	1140	8721	8058	24500	'83	Vermont
	'82	861	437	1068	1426	2931	2094	53	1122	3269	1473	232	4153	1120	1004	7982	7937	23580	'82	
Virginia	'83	4579	6797	7570	7487	21854	28258	1758	8431	38447	15267	4960	37280	22153	12824	92484	71476	228840	'83	Virginia
	'82	2218	3938	6105	8143	18186	23754	1163	6280	31296	12430	3801	32022	15873	10549	74475	64249	190334	'82	
Washington	'83	1090	2792	3922	2392	9106	13953	700	4103	18756	6943	1974	14329	7459	3427	34132	49265	112349	'83	Washington
	'82	724	1778	2939	2362	7079	11874	720	3657	16251	6345	1538	15168	5777	3207	32036	45564	101654	'82	
West Virginia	'83	2079	1677	2244	1704	5625	7600	378	2304	10282	4874	1209	12130	6717	3519	28447	11035	57470	'83	West Virginia
	'82	2045	1250	2234	1866	5350	7531	305	1950	9786	4277	967	12408	5383	2981	26026	10610	53817	'82	
Wisconsin	'83	9238	4257	7573	6846	18676	18227	939	8703	27869	18464	3125	23180	22386	15727	82884	29869	168338	'83	Wisconsin
	'82	4631	3329	6866	6857	17052	16561	779	6602	23942	15377	2336	19611	15800	12503	65627	27018	138170	'82	
Wyoming	'83	595	533	390	312	1235	1376	132	860	2368	1208	367	1851	1253	813	5432	4335	13865	'83	Wyoming
	'82	513	447	481	368	1276	1661	133	894	2688	1347	290	2311	1416	861	6215	4674	15386	'82	
Federal Government	'83	30	20	553	10177	10750	904		15	919	115	2	6850	290	71	7328	43	19070	'83	Federal Government
	'82	25	4	827	4925	5756	2503	2	14	2519	112	2	1649	212	51	2025	26	10061	'82	
United States Total	'83	190797	254175	307633	258684	820492	1034732	97206	395041	1526979	818256	291552	1310503	971229	536404	3827944	2457874	8924186	'83	United States Total
	'82	108706	171678	252183	243519	667380	888470	87820	316293	1292583	713671	240197	1222624	775702	481149	3413343	2271130	7754342	'82	

Registrations for the state of Oklahoma are not available.

SALES PER OUTLET BY MARKET CLASS

1983 Position	Make	1982 Position
	SUBCOMPACT	
1—95	Alliance	23— 7
2—93	Rabbit	94— 1
3—71	Escort	72— 2
4—37	Omni/Charger	33— 6
5—34	Horizon/Turismo	34— 5
5—34	Chevette	43— 3
7—30	Lynx	37— 4
8—15	Encore	....†
9—11	1000	17— 8
10— 8	Fiero	....†
11— 5	EXP	9—10
12— 4	Laser	....†
13— 3	Spirit	10— 9
13— 3	Daytona	....†
15— 1	LN7	5—11
	COMPACT	
1—59	Reliant	58— 1
2—50	Cavalier	23— 8
3—46	Aries	46— 2
4—34	Camaro	34— 3
5—30	2000	19— 9
6—30	Firebird	30— 5
6—30	Tempo	....
8—29	LeBaron	33— 4
9—25	Skyhawk	16—10
9—25	Mustang	25— 7
11—16	Topaz	....
12—14	Firenza	9—14
13—13	Cimarron	9—14
14—11	Dodge 400/600	11—13
15— 9	Capri	12—12
16— 8	Fairmont	30— 5
17— 4	Zephyr	16—10
	INTERMEDIATES	
1—105	Cutlass Sup./Sedan	89— 1
2— 80	Regal Coupe/Sedan	76— 2
3— 61	Cutlass Ciera	36— 4
4— 51	Century	34— 6
5— 36	LTD	6—20
6— 35	Celebrity	19—14
6— 35	Skylark	48— 3
8— 33	XR-7	6—20
9— 31	6000	18—16
10— 30	Grand Prix	28— 7
10— 30	Thunderbird	9—19
12— 29	Bonneville	25— 8
13— 25	Marquis	4—22
14— 21	Eagle	23— 9
15— 20	Monte Carlo	19—14
16— 18	New Yorker E	....†
16— 18	Citation	36— 4
18— 16	Malibu	21—11
18— 16	Omega	23— 9
20— 13	Dodge 600	2—24
20— 13	E-Class	3—23
22— 8	Concord	20—12
22— 8	Phoenix	16—17
24— 1	Granada	20—12
0	Cougar	16—17
	STANDARDS	
1—111	Oldsmobile 88/98	86— 1
2— 78	LeSabre/Electra	58— 2
3— 47	Chevrolet	38— 3
4— 37	Grand Marquis	29— 4
5— 27	New Yorker 5th Ave.	24— 6
6— 26	Crown Victoria	26— 5
7— 9	Parisienne	1—11
8— 8	Diplomat	10— 7
9— 5	Gran Fury	7— 8
10— 4	Cordoba	6— 9
11— 2	Mirada	3—10
	LUXURY	
1—111	Cadillac	97— 1
2— 45	Eldorado	36— 2
3— 39	Lincoln	29— 3
4— 21	Seville	16— 5
5— 19	Mark VI/VII	19— 4
6— 18	Riviera	15— 6
7— 13	Toronado	11— 8
8— 9	Continental	15— 6
9— 6	Corvette	4—10
10— 2	Imperial	6— 9

†—New nameplate.

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1976 - FEBRUARY, 1984—BY YEAR, 1972 - 1983)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
	1983	11.32	14.97	24.67	12.98	5.37	30.69	595,746
	1984	14.21	16.92	25.95	9.75	8.11	25.06	778,558
February	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
	1983	11.79	14.85	24.68	13.87	5.17	29.64	628,853
	1984	14.85	18.24	25.56	10.28	7.93	22.14	841,234
March	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
	1982	18.86	20.42	20.83	9.21	4.78	25.90	776,793
	1983	12.20	15.53	25.58	14.26	5.57	26.86	820,782
April	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.06	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
	1982	15.48	17.96	23.14	12.10	5.91	25.41	668,463
	1983	13.03	15.77	27.18	14.38	5.61	24.03	763,375
May	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
	1982	16.04	17.78	24.09	11.63	5.94	24.52	773,864
	1983	13.17	16.57	26.70	13.56	5.31	24.69	836,561
June	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
	1982	15.13	16.68	21.47	11.19	4.92	30.61	650,523
	1983	13.86	17.60	25.01	12.75	4.74	26.04	903,427
July	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
	1982	16.07	16.09	20.59	10.77	4.80	31.68	629,272
	1983	11.76	17.13	26.05	12.85	5.11	27.10	791,310
August	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
	1982	16.07	16.75	19.46	10.09	4.89	32.74	608,752
	1983	11.15	16.11	26.56	12.41	5.51	28.26	740,073
September	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	671,005
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
	1982	19.10	15.42	21.62	10.85	5.80	27.21	671,051
	1983	12.34	16.37	29.52	12.10	6.08	23.59	704,470
October	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
	1982	14.98	16.43	22.99	13.17	6.77	25.66	656,250
	1983	12.68	16.72	29.31	12.42	6.07	22.80	860,318
November	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
	1982	16.58	17.79	22.33	12.00	6.40	24.90	743,205
	1983	13.35	16.98	26.87	12.20	6.24	24.36	780,704
December	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	10.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
	1982	15.93	16.67	20.27	11.72	6.32	29.09	631,875
	1983	14.35	17.43	25.37	9.12	8.09	25.64	752,288
Total for Year	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	8,531,531
	1982	16.65	17.51	19.03	13.39	5.58	27.84	7,977,570
	1983	12.65	16.75	26.17	9.97	8.50	25.96	9,177,777

*—Import yearly total adjusted in each grand total.

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1983	2,976,556
1974	2,656,918
1972	2,513,952
1980	2,476,777
1982	2,430,471
1975	2,397,417
1981	2,185,489
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,269,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296
1982	5,756,660
1983	6,795,302

IMPORTED NEW-CAR SALES IN U. S. SINCE 1974

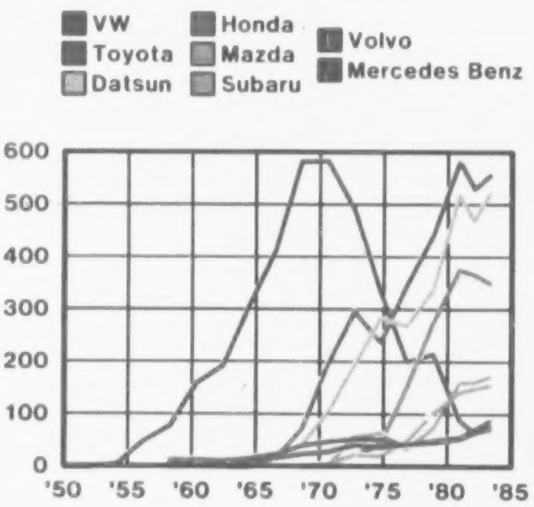
	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	3,002	2,194	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	47,936	45,954	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	59,242	52,393	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	—	—	—	—	—	4,079	22,458	29,904	54,586	75,260
Challenger/Conquest	14,024	14,128	12,690	12,924	14,166	17,649	1,832	—	—	—
Champ	34,513	—	42,128	55,474	48,860	28,296	47,345	30,430	—	—
Colt	39,158	75,031	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
DeLorean	—	2,830	3,009	—	—	—	—	—	—	—
Ferrari	N.A.	N.A.	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	6,184	14,113	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	—	—	32,856	68,595	78,109	76,145	40,549	—	—	—
Honda	350,670	365,865	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	20,731	15,462	17,805	—	—	—	—	—	—	—
Jaguar	15,815	10,349	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	637	1,174	1,068	2,100	1,602	2,811	5,500	—	—	—
Mazda	173,388	163,150	166,105	161,623	156,533	75,309	50,609	35,363	65,351	61,190
Mercedes-Benz	73,692	65,963	63.059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	—	—	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Mitsubishi	32,755	3,950	—	—	—	—	—	—	—	—
Nissan	521,902	470,246	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
Opel	—	—	—	—	13,815	19,222	29,067	10,483	39,730	[illegible]
Peugeot	15,241	14,323	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	21,831	14,407	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	33,229	37,540	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	1,046	N.A.	1,158	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	—	—		481	—	—	—	—	—	—
Saab	26,323	18,463	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo/Conquest	11,571	13,068	13,326	10,263	12,322	12,777	1,406	—	—	—
Subaru	156,840	150,335	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	555,766	530,246	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	—	—	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Vista	4,303	—	—	—	—	—	—	—	—	—
Volkswagen	77,009	67,352	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	88,857	72,352	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,386,064	2,220,911	2,326,376	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

IMPORT SALES BY NAMEPLATE

1983 VS. 1982

	Calendar Year 1983	Calendar Year 1982
Alfa Romeo	3,002	2,193
Audi	47,934	45,954
4000	12,266	13,164
4000d	956	3,172
5000S/Wagon	23,382	16,721
5000/td	5,188	4,243
5000 turbo gas	1,962	4,130
Coupe	3,358	4,235
Quattro	240	289
4000S Quattro	582	....
BMW	59,243	52,392
318/320	34,619	36,461
528e	11,239	10,540
533	4,765	....
633	2,613	1,515
733	6,007	3,876
Chrysler/Mitsubishi	103,569	102,227
Colt	73,671	75,031
Conquest/Sapporo/Chal'ger	25,595	27,169
Vista	4,303	....
DeLorean	400†	2,746
Fiat	6,184	14,113
Strada	....	4,478
Brava	....	2,452
X-1/9	....	2,359
Spider 2000	....	4,824
Honda	350,670	365,865
Civic	127,856	132,469
Civic CRX	10,287	....
Accord	171,736	195,524
Prelude	41,188	37,872
Isuzu	20,731	15,462
I-Mark	11,876	15,462
Impulse	8,855	....
Jaguar	15,815	10,349
XJ6	13,110	8,940
XJS	2,705	1,409
Lancia	637	1,174
Mazda	173,388	163,150
GLC	51,313	54,348
626	69,561	58,740
RX-7	52,514	50,062
Mercedes-Benz	73,692	65,963
190D	1,551	....
190E	2,629	....
240D	9,728	13,480
300D	19,191	17,263
300CD	2,002	1,726
300TD	2,811	2,896
300SD	18,759	16,686
280E/CE	....	26
380SE	928	....
500/380SEL	4,879	3,692
380SL/SLC	9,255	3,405
500/380SEC	1,957	1,758
Mitsubishi	32,755	3,950
Starion	6,209	1,164
Cordia	12,799	1,471
Tredia	13,474	1,315
Nissan	521,902	470,246
210	....	61,292
Sentra	209,889	130,161
310	....	43,557
Pulsar	60,233	9,256
Stanza	64,429	59,152
Maxima	76,209	54,187
200SX	31,158	48.436
300ZX/280ZX	71,144	57,260
Hawaii	8,840	6,552
Other	....	393
Peugeot	15,241	14,044
540D	476	1,547
505	9,286	4,390
505D	164	785
505TD	4,531	6,505
604	338	836
Tourist	446	279
Porsche	21,831	14,407
924	....	1,677
924 Turbo	....	644
944	13,554	5,125
911SC	5,640	4,784
928	2,637	2,177
Renault	33,229	37,540
LeCar	11,148	20,107
18i	6,053	7,559
Fuego	16,028	9,874
Rolls-Royce	1,046	908
Saab	26,323	18,463
900	7,094	4,469
900S	6,622	4,055
Turbo	12,117	9,655
Tourist	490	284
Subaru	156,840	150,335
Toyota	555,766	530,246
Starlet	6,717	19,339
Corolla	143,430	175,198
Tercel	147,965	135,896
Celica	117,836	115,690
Supra	26,972	34,046
Camry	52,654	....
Corona	12	3,109
Cressida	39,755	37,448
Land Cruiser	4,805	3,088
VanWagon	8,084	....
Hawaii	7,536	6,431
Other	....	1
Volkswagen	77,009	67,345
Rabbit Convertible	9,612	8,983
Jetta	22,013	20,304
Vanagon	15,193	12,847
Quantum	16,486	11,330
Dasher	....	659
Scirocco	13,705	13,222
Volvo	88,857	72,375
DL	44,505	39,430
GL	16,427	11,525
GLT/Turbo	13,198	10,413
GLE	212	2,661
DL Diesel	101	516
GL Diesel	4,487	6,889
Coupe	13	78
760 (gas)	6,516	....
760 TurboDiesel	2,223	....
Tourist	1,175	807
Grand Total	2,386,064	2,221,447

†estimate



Import Sales Since 1950
(Thousands)

IMPORT SALES PER OUTLET, 1974-1983

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	511	484	528	541	485	423	479	347	295	251
Honda	494	455	470	496	488	396	339	252	214	109
Nissan	479	428	421	475	445	323	384	279	280	200
Mazda	228	213	218	213	213	114	95	69	154	182
Subaru	198	195	201	191	175	145	118	76	72	41
Volvo	220	185	159	140	136	120	103	89	126	120
Volkswagen	—	—	—	264	274	213	252	187	232	283
Mercedes	177	161	154	132	130	115	119	107	112	98
BMW	145	132	112	103	98	92	93	89	68	60
Audi	115	108	118	97	98	95	85	79	124	150
Isuzu	98	77	98	—	—	—	—	—	—	—
Saab	81	60	47	44	46	48	42	29	35	33
Mitsubishi	435	59	—	—	—	—	—	—	—	—
Renault	—	—	22	24	44	47	46	24	26	28
Jaguar	81	49	20	11	14	17	15	13	11	6
Porsche	66	44	35	32	43	54	65	47	54	71
Peugeot	47	43	51	42	42	32	35	32	42	29
Fiat	—	30	59	61	90	89	93	85	140	105
Alfa Romeo	27	17	16	19	18	35	39	29	33	25
Dodge Colt	15	16	19	24	27	21	37	26	33	25
Plym. Colt	13	15	19	27	22	15	28	—	—	—
DeLorean	—	8	—	—	—	—	—	—	—	—
Challenger	5	6	6	6	7	9	—	—	—	—
Sapporo	4	5	6	5	5	—	—	—	—	—

TRUCK REGISTRATIONS IN U. S. BY STATES, 1983-1982

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	International	Jeep Truck	Mack Truck Corp.	Paccar Corp.	Volvo White Corp.	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'83	4183	14604	479	17978	3644	713	908	364	350	237	7448	50908	'83	Alabama
	'82	2617	11546	285	14380	2584	618	608	300	353	75	5784	39150	'82	
Alaska	'83	1705	4981	13	5583	1116	184	329	15	43	15	1804	15788	'83	Alaska
	'82	1178	3664	12	3141	1261	71	197	14	123	95	1614	11370	'82	
Arizona	'83	2688	13657	96	15358	3103	243	923	52	101	89	9080	45390	'83	Arizona
	'82	2961	11597	54	11802	3414	311	714	48	76	16	6220	37213	'82	
Arkansas	'83	3450	13908	260	15322	3085	876	915	144	267	74	3283	42374	'83	Arkansas
	'82	3605	13816	286	14227	3682	878	784	112	200	54	2500	40144	'82	
California	'83	28467	73313	1194	75132	19502	2552	6904	523	1236	338	104972	311236	'83	California
	'82	23662	50038	961	60655	17137	2373	4132	358	1197	416	85041	245970	'82	
Colorado	'83	3768	19085	51	16393	4186	756	4230	97	220	63	10887	59436	'83	Colorado
	'82	2945	13762	68	12041	3387	841	2851	150	327	76	8733	45181	'82	
Connecticut	'83	2469	7491	109	7886	2062	680	1222	250	81	48	5082	27380	'83	Connecticut
	'82	2139	5195	74	5641	1526	502	844	141	49	33	3638	19782	'82	
Delaware	'83	886	3130	26	2730	442	556	396	112	102	19	1145	9645	'83	Delaware
	'82	776	1937	54	2045	489	568	229	81	47	8	939	7173	'82	
District of Columbia	'83	336	449	2	373	63	30	79	1	1	2	220	1563	'83	District of Columbia
	'82	172	417	7	346	76	13	32	2	1	1	156	1223	'82	
Florida	'83	14030	53503	1055	38899	10873	3035	4586	966	606	348	25862	153763	'83	Florida
	'82	10822	36358	452	29046	11713	1828	3220	985	450	172	19726	117072	'82	
Georgia	'83	6825	27564	520	29653	5522	1244	2840	420	685	283	12940	87616	'83	Georgia
	'82	4649	18174	204	18954	3913	916	1284	425	359	125	8597	57600	'82	
Hawaii	'83	731	2705	1	1479	519	84	286	3	12	6	4329	10155	'83	Hawaii
	'82	523	1662		1034	142	150	258	3	7	15	3558	7352	'82	
Idaho	'83	1378	4237	22	4340	1928	138	316	26	119	25	2769	15298	'83	Idaho
	'82	1189	3343	22	3996	2080	128	259	88	121	25	2478	13729	'82	
Illinois	'83	9774	36809	945	35999	11240	2932	2510	675	1067	286	9647	111884	'83	Illinois
	'82	8839	29676	627	29200	8306	2981	2479	619	652	193	7702	91274	'82	
Indiana	'83	5660	19764	547	19248	6988	1818	1001	384	818	132	4198	60378	'83	Indiana
	'82	4759	16310	347	16087	5440	1411	1174	316	504	50	3674	50072	'82	
Iowa	'83	3291	13963	159	14519	3230	536	723	162	189	13	2731	39516	'83	Iowa
	'82	3057	10033	72	12308	2486	459	668	64	49	5	2284	31485	'82	
Kansas	'83	3315	13744	529	14310	4171	523	892	75	273	28	3901	41761	'83	Kansas
	'82	2791	11032	166	12249	3703	674	737	106	301	15	2936	34710	'82	
Kentucky	'83	3141	15828	90	13836	2503	498	986	312	100	59	4398	41713	'83	Kentucky
	'82	2852	13280	68	12466	2242	500	1124	558	85	67	4095	37337	'82	
Louisiana	'83	6673	25722	181	22708	6331	786	1195	343	232	87	10687	74765	'83	Louisiana
	'82	5854	25568	200	22165	7123	949	1006	343	233	43	7269	70753	'82	
Maine	'83	2140	5619	32	4835	2457	313	500	64	42	40	2649	18691	'83	Maine
	'82	1539	3790	27	3869	2057	225	435	36	27	22	2005	14032	'82	
Maryland	'83	5642	19680	180	16644	3297	1884	1304	346	156	132	8138	56589	'83	Maryland
	'82	4122	12818	228	12898	2791	1972	778	275	136	103	6111	41332	'82	
Massachusetts	'83	5446	17827	328	13121	5086	1183	2029	429	54	109	8186	54231	'83	Massachusetts
	'82	4230	10970	257	9858	3533	868	1703	396	48	87	5662	37612	'82	
Michigan	'83	13614	43759	206	42447	16471	1670	3416	173	258	132	4932	127078	'83	Michigan
	'82	10093	35236	135	28082	9298	1112	2904	247	165	31	3856	91159	'82	
Minnesota	'83	4924	24279	380	19128	4373	1358	1477	384	614	100	4752	61769	'83	Minnesota
	'82	4238	17315	268	16385	3195	961	877	311	492	44	3019	47105	'82	
Mississippi	'83	1854	11335	226	11290	3948	507	401	268	202	41	5158	35230	'83	Mississippi
	'82	1854	9754	113	9177	1313	522	446	202	186	57	3922	29364	'82	
Missouri	'83	6433	22704	362	22161	7834	1868	1578	114	182	45	7128	69587	'83	Missouri
	'82	5216	16891	250	17393	5885	925	1402	125	216	59	5614	53976	'82	
Montana	'83	1008	6453	83	5358	1809	140	464	38	240	40	1706	17339	'83	Montana
	'82	933	4409	45	4693	1833	190	372	20	175	29	1566	14265	'82	
Nebraska	'83	1722	6877	413	8806	2384	1123	658	92	1152	133	1797	27220	'83	Nebraska
	'82	1392	7098	413	7869	2035	911	435	123	802	116	1420	22614	'82	
Nevada	'83	1543	4436	14	3388	1540	71	583	12	23	9	3364	14812	'83	Nevada
	'82	1542	3359	26	3049	1154	176	438	8	35	21	3031	12839	'82	
New Hampshire	'83	1947	5C67	44	6671	2052	686	825	76	32	37	3613	20649	'83	New Hampshire
	'82	1477	3966	38	4640	1479	333	579	122	23	20	2849	15526	'82	
New Jersey	'83	8431	20642	531	15204	4868	1490	2249	1190	207	376	7433	62418	'83	New Jersey
	'82	8145	15949	425	13415	3648	1287	1758	850	222	253	5932	51884	'82	
New Mexico	'83	1880	10235	46	8011	3493	330	804	41	174	11	4582	29624	'83	New Mexico
	'82	1785	8465	44	8195	3499	417	754	113	160	21	4292	27745	'82	
New York	'83	14990	34229	473	31029	8885	3254	4075	1058	133	232	13081	111159	'83	New York
	'82	13165	26518	449	26624	7530	3026	3333	1029	211	230	9010	91125	'82	
North Carolina	'83	5201	24819	711	25663	5617	1862	2966	421	711	317	16130	83626	'83	North Carolina
	'82	4070	16671	302	18932	4461	960	1550	399	464	173	11515	59497	'82	
North Dakota	'83	1044	4313	50	4828	1361	134	278	64	86	9	1067	13223	'83	North Dakota
	'82	1286	4168	40	5200	1354	281	293	52	102	8	1014	13798	'82	
Ohio	'83	9637	31657	357	34083	7887	1959	1683	584	461	211	8266	96324	'83	Ohio
	'82	7784	23932	228	27566	6674	1767	1684	643	387	158	6202	76925	'82	
Oklahoma	'83													'83	Oklahoma
	'82													'82	
Oregon	'83	2883	12296	342	13281	3377	440	572	84	366	92	11871	45583	'83	Oregon
	'82	2485	7122	306	9033	2842	342	527	88	209	92	8692	31938	'82	
Pennsylvania	'83	11101	38832	482	29706	6959	2748	4186	1333	429	225	10794	106776	'83	Pennsylvania
	'82	9667	28952	359	24379	6003	2607	3568	1430	391	181	10004	87541	'82	
Rhode Island	'83	703	1900	20	1342	653	112	323	69	19	11	1592	6744	'83	Rhode Island
	'82	573	1420	28	1002	392	103	224	55	10	11	928	4746	'82	
South Carolina	'83	2586	11137	108	10786	3364	584	867	238	284	83	6446	36192	'83	South Carolina
	'82	2137	8296	115	8549	2008	650	483	195	136	42	5342	27953	'82	
South Dakota	'83	796	3626	77	4253	804	198	386	14	136	22	929	11241	'83	South Dakota
	'82	715	2647	98	3468	701	193	247	19	63	20	636	8807	'82	
Tennessee	'83	4247	17949	490	17629	6156	934	1114	337	441	185	9362	58844	'83	Tennessee
	'82	3725	13982	294	14090	4282	811	1122	308	286	493	7387	46787	'82	
Texas	'83	25396	101838	1076	116435	31346	4312	6070	1328	1496	422	32861	323482	'83	Texas
	'82	21551	106701	1195	120096	32921	5162	6492	1912	1893	491	27735	326149	'82	
Utah	'83	1720	7027	124	6836	2477	134	960	62	197	26	3882	23645	'83	Utah
	'82	1429	4791	60	5219	2486	211	641	98	235	14	3561	18745	'82	
Vermont	'83	781	2567	13	2989	988	168	453	68	17	15	1526	9585	'83	Vermont
	'82	675	2008	5	2183	884	174	413	46	9	3	1174	7574	'82	
Virginia	'83	7157	24421	175	18829	5181	948	2706	670	291	222	13169	73633	'83	Virginia
	'82	6025	16281	141	13782	3638	722	1901	591	126	140	9846	52993	'82	
Washington	'83	2874	14838	144	15097	3442	466	618	131	422	61	11585	49782	'83	Washington
	'82	2604	10116	141	11338	3293	440	496	106	320	25	9526	38407	'82	
West Virginia	'83	2316	9740	13	9431	1463	424	916	118	27	47	2241	26733	'83	West Virginia
	'82	2161	7678	18	8039	1662	587	1165	280	45	58	2372	24045	'82	
Wisconsin	'83	5310	18904	218	15869	5201	1213	1140	310	482	292	4363	53372	'83	Wisconsin
	'82	4561	13063	218	10364	3913	956	1023	226	308	135	3296	38062	'82	
Wyoming	'83	1132	6103	10	4447	1668	66	563	20	88	27	1303	14428	'83	Wyoming
	'82	1149	4479	27	4276	1862	182	532	22	108	37	1391	14065	'82	
Federal Government	'83	6558	8552		7836	609	1673	315	267	1	523	29	26648	'83	Federal Government
	'82	10534	3494		3320	749	1558	920	572	1	8	40	21196	'82	
Motor Homes	'83		2972		7427	296						840	11535	'83	Motor Homes
	'82		1173		19332	1011						559	22075	'82	
United States Total	'83	293687	942568	13899	984672	247970	58526	76453	16838	15596	6187	438448	2978586	'83	United States Total
	'82	228252	733120	10252	758107	212908	45902	62097	15590	13125	4666	346452	2430471	'82	

Registrations for the State of Oklahoma are not available.

U. S. NEW-CAR REGISTRATIONS BY MAKE SINCE WORLD WAR II

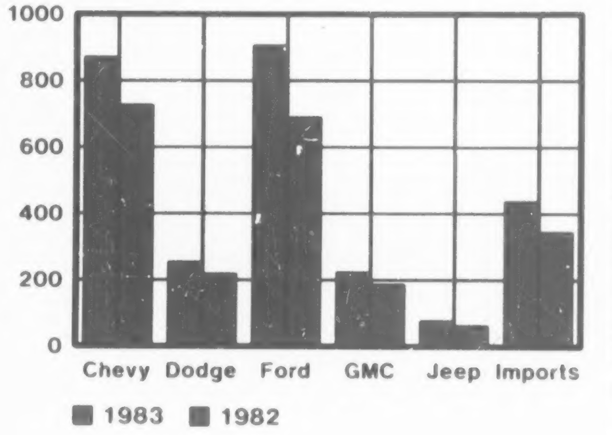
	Nash	Hudson	Rambler	American Motors	Plymouth	Dodge	DeSoto	Chrysler	Imperial	Chrysler Corp.	Ford	Mercury	Edsel	Lincoln	Ford Motor Co.
1946	85,169	72,484	....	....	211,800	135,488	54,420	65,532	....	467,240	326,822	61,187	....	10,798	398,807
1947	102,808	83,344	....	....	313,118	209,552	72,966	93,871	....	689,507	532,646	111,198	....	24,081	667,925
1948	104,156	109,497	....	....	347,174	213,923	82,454	105,315	....	748,866	486,888	137,512	....	32,638	567,038
1949	135,328	137,907	....	....	527,915	273,530	103,516	130,516	....	1,035,272	806,766	186,629	....	57,691	1,031,086
1950	162,224	134,219	13,498	....	547,367	300,104	115,023	151,300	....	1,113,794	1,166,118	318,217	....	34,318	1,518,653
1951	93,675	96,847	46,360	....	542,649	298,603	112,643	149,435	....	1,103,330	862,309	233,339	....	25,816	1,121,464
1952	91,304	78,509	51,216	....	433,134	246,464	91,677	113,392	....	884,667	732,481	185,883	....	29,110	947,474
1953	97,527	66,797	39,823	....	600,447	288,812	122,342	153,756	....	1,165,357	1,116,267	287,717	....	39,169	1,443,153
1954	41,116	34,806	35,613	118,553	381,078	154,789	76,739	101,741	....	714,347	1,400,440	269,926	....	36,251	1,706,617
1955	37,197	20,522	72,227	136,753	647,352	284,323	118,062	156,458	....	1,206,195	1,573,882	371,837	....	35,017	1,980,736
1956	25,271	11,822	70,867	115,105	483,756	220,208	100,766	106,853	10,460	922,043	1,375,343	274,603	....	44,162	1,694,108
1957	9,474	4,596	91,469	117,330	595,503	257,488	103,915	106,436	33,017	1,096,359	1,493,617	260,573	26,681	37,298	1,818,169
1958	....	....	186,373	186,373	391,104	135,538	47,894	58,573	14,823	647,932	1,028,893	136,295	38,601	26,605	1,230,394
1959	....	....	363,372	363,372	390,104	167,277	42,488	64,424	18,498	682,791	1,471,249	157,972	40,778	28,815	1,698,814
1960	....	....	422,273	422,273	445,590	356,572	23,063	79,752	16,360	921,337	1,420,352	308,239	....	20,711	1,749,302
1961	....	....	370,685	370,685	299,683	225,945	....	94,387	11,747	631,762	1,330,235	309,098	....	31,126	1,670,459
1962	....	....	423,104	423,104	301,158	238,053	....	114,131	13,558	666,900	1,471,514	321,817	....	31,533	1,824,864
1963	....	....	428,346	428,346	426,332	379,026	....	114,062	15,266	934,686	1,559,108	288,884	....	31,517	1,879,509
1964	....	....	379,412	379,412	492,775	462,551	....	137,029	21,157	1,113,512	1,749,014	311,574	....	36,897	2,097,485
1965	....	....	324,669	324,669	624,779	521,783	....	202,559	17,214	1,366,335	1,998,385	331,367	....	42,363	2,372,388
1966	....	....	....	265,712	598,160	543,560	....	230,182	14,609	1,386,511	1,991,520	308,049	....	49,324	2,348,893
1967	....	....	....	237,785	627,173	491,919	....	206,399	15,901	1,341,392	1,520,711	295,511	....	35,218	1,851,440
1968	....	....	....	259,346	709,823	581,476	....	220,786	15,778	1,527,863	1,803,271	367,515	....	57,486	2,228,272
1969	....	....	....	239,937	658,987	538,381	....	211,727	18,860	1,427,955	1,880,384	352,137	....	58,835	2,291,356
1970	....	....	....	254,327	681,760	504,097	....	153,168	10,753	1,349,778	1,848,669	310,375	....	56,654	2,215,698
1971	....	....	....	245,805	687,115	545,785	....	156,195	12,089	1,401 184	1,913,033	384,152	....	66,092	2,363,277
1972	....	....	....	301,973	709,884	562,985	....	178,951	14,321	1,466,141	2,058,676	396,186	....	94,434	2,549,296
1973	....	....	....	392,102	748,699	587,937	....	163,075	12,809	1,512,520	2,137,123	413,677	....	116,115	2,666,915
1974	....	....	....	329,431	597,276	462,672	....	107,802	12,252	1,180,202	1,756,811	330,513	....	84,693	2,172,017
1975	....	....	....	307,618	404,408	344,697	....	212,809	4,764	966,678	1,481,169	332,173	....	91,496	1,904,838
1976	....	....	....	247,032	526,957	460,647	....	271,061	411	1,259,076	1,665,619	408,121	....	115,801	2,189,541
1977	....	....	....	182,539	436,027	448,128	....	303,480	....	1,187,635	1,791,414	489,160	....	172,853	2,453,427
1978	....	....	....	157,797	394,534	427,946	....	189,631	....	1,112,111	1,769,077	560,299	....	178,873	2,508,249
1979	....	....	....	156,926	323,225	367,387	....	243,842	....	934,454	1,475,178	498,326	....	128,262	2,101,766
1980	....	....	....	150,878	236,522	250,556	....	138,385	....	625,463	1,046,887	326,361	....	72,740	1,445,988
1981	....	....	....	133,455	335,691	311,824	....	87,165	4,940	739,620	975,312	340,868	....	61,775	1,377,955
1982	....	....	....	108,706	243,519	252,183	....	169,275	2,603	667,580	889,470	316,293	....	87,820	1,293,583
1983	....	....	....	190,797	258,684	307,633	....	252,911	1,264	820,492	1,034,732	395,041	....	97,206	1,526,979

	Kaiser	Fraser	Willys	Kaiser-* Fraser	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Packard**	Studebaker**	Imports	Misc. Dom.	TOTAL
1946	3,501	1,873	2,329	5,374	126,322	23,666	329,601	93,094	113,109	685,792	36,435	58,051	....	3,515	1,815,196
1947	55,571	51,158	23,400	106,729	246,115	53,379	640,709	180,078	206,411	1,326,692	47,875	102,123	....	16,828	3,167,231
1948	108,367	57,994	21,408	166,361	244,762	59,379	709,609	175,531	226,939	1,418,220	77,843	143,120	....	....	3,400,954
1949	57,995	15,827	28,576	73,822	372,425	80,880	1,301,466	269,351	321,033	2,075,155	97,771	199,460	12,291	11,714	4,838,342
1950	100,171	11,884	33,926	112,055	535,806	101,825	1,420,399	372,519	440,528	2,871,078	73,155	268,229	16,337	9,271	6,326,438
1951	103,658	....	26,049	103,658	392,285	97,093	1,067,042	273,472	337,821	2,167,713	66,999	205,514	20,828	8,466	5,060,903
1952	71,306	....	41,016	71,306	310,806	87,806	852,542	218,189	266,351	1,735,694	66,346	157,902	29,299	3,661	4,158,394
1953	34,210	....	42,433	76,643	454,320	98,612	1,342,480	305,593	385,692	2,586,697	71,079	161,257	28,961	13,080	5,738,989
1954	10,012	....	17,002	27,014	613,497	110,328	1,417,453	407,150	358,167	2,806,595	38,396	95,914	25,385	3,766	5,535,437
1955	959	....	6,267	7,226	737,879	141,038	1,640,681	589,515	530,007	3,639,120	52,103	95,761	51,658	356	7,169,908
1956	....	....	....	....	529,371	132,952	1,565,399	437,899	358,668	3,024,286	28,396	76,402	91,042	3,866	5,955,248
1957	....	....	....	....	394,553	141,209	1,456,288	371,596	319,719	2,683,365	5,189	62,565	195,036	4,329	5,982,342
1958	....	....	....	....	263,981	122,651	1,234,414	306,566	229,831	2,157,443	....	47,798	365,305	19,269	4,654,513
1959	....	....	....	....	245,909	135,387	1,419,131	360,525	382,137	2,543,089	....	133,382	614,131	5,696	6,041,275
1960	....	....	....	....	267,837	149,593	1,696,925	355,798	399,646	2,869,799	....	106,244	498,785	8,910	6,576,650
1961	....	....	....	....	290,623	142,195	1,589,734	328,586	372,871	2,724,009	....	72,155	378,622	7,055	5,854,747
1962	....	....	....	....	400,267	151,528	2,078,029	440,995	528,654	3,599,473	....	77,877	339,160	7,485	6,938,863
1963	....	....	....	....	454,237	159,233	2,161,653	474,786	606,791	3,866,700	....	64,570	385,624	7,282	7,556,717
1964	....	....	....	....	481,043	151,638	2,124,905	513,134	687,902	3,958,622	....	26,073	484,131	5,915	8,065,150
1965	....	....	....	....	608,620	189,661	2,424,358	608,930	831,448	4,663,017	....	12,042	569,415	6,046	9,313,912
1966	....	....	....	....	569,131	196,498	2,158,811	580,550	830,856	4,335,846	....	....	658,123	7,636	9,008,488
1967	....	....	....	....	565,313	209,546	1,978,758	551,274	834,146	4,139,037	....	....	779,220	8,440	8,357,421
1968	....	....	....	....	627,159	205,593	2,060,249	624,262	877,382	4,394,645	....	....	985,767	7,969	9,403,862
1969	....	....	....	....	677,319	243,905	2,060,202	642,889	759,605	4,419,920	....	....	1,061,617	5,739	9,446,524
1970	....	....	....	....	493,207	165,042	1,668,288	461,732	544,715	3,332,984	....	....	1,230,961	4,456	8,388,204
1971	....	....	....	....	726,542	253,002	2,195,345	666,958	680,097	4,521,944	....	....	1,293,743	4,673	9,830,626
1972	....	....	....	....	646,526	257,795	2,289,407	729,153	712,775	4,635,656	....	....	1,529,402	5,326	10,487,794
1973	....	....	....	....	696,333	285,709	2,455,063	808,889	807,546	5,053,540	....	....	1,719,913	6,002	11,350,995
1974	....	....	....	....	428,194	219,993	1,973,706	519,082	504,081	3,645,056	....	....	1,369,148	5,240	8,701,094
1975	....	....	....	....	489,290	256,135	1,749,877	604,882	478,142	3,578,326	....	....	1,500,928	3,452	8,261,840
1976	....	....	....	....	700,778	293,716	2,035,858	867,485	706,460	4,604,297	....	....	1,446.637	4,902	9,751,485
1977	....	....	....	....	735,396	325,724	2,205,566	953,875	800,230	5,020,791	....	....	1,976,512	5,330	10,826,234
1978	....	....	....	....	762,532	335,053	2,294,990	967,896	857,083	5,217,554	....	....	1,946,094	4,299	10,946,104
1979	....	....	....	....	687,182	307,897	2,106,404	931,836	774,525	4,807,844	....	....	2,351,053	4,652	10,356,695
1980	....	....	....	....	707,544	212,557	1,725,874	807,000	612,794	4,065,769	....	....	2,469,180	3,659	8,760,937
1981	....	....	....	....	718,304	224,458	1,437,091	830,892	546,936	3,757,681	....	....	2,431,680	3,528	8,443,919
1982	....	....	....	....	713,671	240,197	1,222,624	775,702	461,149	3,413,343	....	....	2,268,631	2,499	7,754,342
1983	....	....	....	....	818,256	291,552	1,310,503	971,229	536,404	3,927,944	....	....	2,457,357	617	8,924,186

* Became Kaiser-Willys in 1953. **Became Studebaker-Packard in 1955.

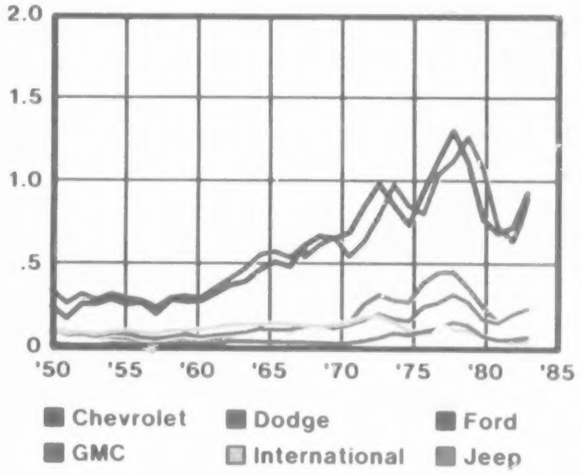
Light Truck Registrations 1983-82

(Thousands)



U.S. Truck Registrations by Make Since 1951

(Millions)



U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1983 VS. 1982

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'83	....	....	....	....	....	....	....	992	992
	'82	....	....	....	....	....	....	....	596	596
CHEVROLET	'83	491,968	377,945	21,212	....	282	5,735	7,079	451	904,672
	'82	412,255	314,103	18,549	....	372	5,223	6,948	657	758,107
(Memo-Units)#	'83	330,583	151,345	....	....	....	....	....	....	481,928
	'82	244,509	107,467	....	....	....	....	....	....	351,976
DODGE	'83	153,088	100,412	....	....	....	....	....	....	253,500
	'82	143,893	74,165	20	....	....	....	....	....	218,078
(Memo-Units)#	'83	98,029	72,352	....	....	....	....	....	....	170,381
	'82	90,138	52,183	....	....	....	....	....	....	142,321
FORD	'83	329,925	575,921	....	....	....	10,467	18,714	7,541	942,568
	'82	250,724	439,217	....	....	....	12,999	21,124	9,056	733,120
(Memo-Units)#	'83	261,992	214,273	....	....	....	....	....	....	476,265
	'82	145,994	167,592	....	....	....	....	....	....	313,586
FREIGHTLINER	'83	....	....	....	....	....	....	....	11,111	11,111
	'82	....	....	....	....	....	....	....	7,292	7,292
GMC	'83	109,321	114,677	720	....	634	6,255	9,079	7,284	247,970
	'82	89,782	96,475	923	....	1,001	4,429	12,430	7,868	212,908
(Memo-Units)#	'83	65,957	45,876	....	....	....	....	....	....	111,833
	'82	44,291	28,773	....	....	....	....	....	....	73,064
INTERNATIONAL	'83	....	....	....	....	....	19,702	11,443	19,381	50,526
	'82	....	....	....	....	....	17,148	11,782	16,972	45,902
JEEP	'83	50,702	25,751	....	....	....	....	....	....	76,453
	'82	36,635	25,462	....	....	....	....	....	....	62,097
(Memo-Units)#	'83	50,702	21,770	....	....	....	....	....	....	72,472
	'82	36,635	20,008	....	....	....	....	....	....	56,643
KENWORTH	'83	....	....	....	....	....	....	....	7,972	7,972
	'82	....	....	....	....	....	....	....	7,344	7,344
MACK	'83	....	....	....	....	....	2,119	901	12,018	15,038
	'82	....	....	....	....	....	2,021	690	12,879	15,590
MERCEDES-BENZ	'83	....	....	....	....	....	1,921	967	....	2,888
	'82	....	....	....	....	....	1,976	984	....	2,960
PETERBILT	'83	....	....	....	....	....	....	....	8,026	8,026
	'82	....	....	....	....	....	....	....	5,781	5,781
PLYMOUTH*	'83	6,797	3,390	....	....	....	....	....	....	10,187
	'82	6,288	3,886	....	....	....	....	....	....	10,174
VOLVO	'83	....	....	....	....	....	....	1,010	631	1,641
	'82	....	....	....	....	....	....	536	227	763
WESTERN STAR	'83	....	....	....	....	....	....	....	322	322
	'82	....	....	....	....	....	....	....	638	638
WHITE	'83	....	....	....	....	....	....	....	3,242	3,242
	'82	....	....	....	....	....	....	....	2,669	2,669
MISCELLANEOUS**	'83	430,476	7,321	10	360	7	....	233	1,041	439,448
	'82	337,797	7,161	....	13	11	1	163	1,306	346,452
TOTALS	'83	1,572,277	1,205,417	21,942	360	923	46,199	49,426	80,012	2,976,556
	'82	1,277,374	960,469	19,492	13	1,384	43,797	54,657	73,285	2,430,471

★—No registrations for Oklahoma, 1983 and 1982; November-December New York totals compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

U. S. TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,900	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,814	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,586	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	130,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	8,693	12,512	3,472,209
1980	....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777
1981	....	650,460	....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	6,654	2,857	2,185,489
1982	....	758,107	....	218,078	733,120	7,292	212,908	45,902	62,097	7,344	15,590	5,781	2,669	2,430,471
1983	....	904,672	....	253,500	942,568	11,111	247,970	50,526	76,453	7,972	15,038	8,026	3,242	2,976,556

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	—
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	—
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	—	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	—	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	—	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	—	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	—	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	—	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	—	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	—	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	—	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	—	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	—	0.08	7.31
1967	49.53	22.15	16.05	2.85	—	—	0.10	9.32
1968	46.73	23.70	16.25	2.76	—	—	0.08	10.48
1969	46.79	24.25	15.12	2.54	—	—	0.06	11.24
1970	39.73	26.42	16.09	3.03	—	—	0.05	14.68
1971	45.16	23.52	13.71	2.50	—	—	0.05	15.06
1972	44.40	24.39	13.80	2.83	—	—	0.05	14.53
1973	44.32	23.50	13.33	3.45	—	—	0.05	15.15
1974	41.89	24.96	13.56	3.79	—	—	0.06	15.74
1975	43.31	23.06	11.70	3.72	—	—	0.04	18.17
1976	47.22	22.45	12.91	2.53	—	—	0.05	14.84
1977	46.37	22.66	10.97	1.69	—	—	0.04	18.26
1978	47.67	22.91	10.16	1.44	—	—	0.05	17.78
1979	46.42	20.29	9.02	1.52	—	—	0.05	22.70
1980	46.41	16.51	7.14	1.72	—	—	0.04	28.18
1981	44.50	16.32	8.76	1.58	—	—	0.04	28.80
1982	44.02	16.68	8.61	1.09	—	—	0.03	29.57
1983	44.01	17.11	9.19	2.14	—	—	0.01	27.54

*—And predecessors

NEW-CAR REGISTRATIONS OVERSEAS

	Austria	Belgium	Denmark	Italy	Japan	Netherlands	Norway	Sweden	Switzerland	UK	W. Germany
Alfa Romeo	2,880	4,291	358	104,182	....	4,465	70	810	7,254	7,763	12,062
BL	462	5,120	123	27,093	....	7,976	....	....	2,263	332,725	5,772
BMW	8,522	10,026	2,364	28,237	....	14,833	2,083	4,113	11,006	25,178	155,683
Citroen	6,892	22,648	4,752	57,921	....	23,333	....	2,816	10,310	25,751	41,749
Daihatsu	1,041	1,899	2,858	....	112,214	4,827	1,047	1,065	1,242	5,198	6,290
FSO	....	....	....	....	....	108	....	....	....	4,439	....
Fiat	14,568	21,005	6,220	876,130	....	30,061	2,733	5,571	23,365	49,715	101,517
Ford	21,681	26,413	17,253	72,276	....	49,696	16,216	21,556	24,268	518,048	287,999
GM	33,961	37,966	15,971	55,371	....	24,873	14,579	20,934	35,738	262,141	448,637
Honda	4,146	8,999	1,126	....	245,117	10,815	3,277	2,986	6,951	18,796	30,766
Hyundai	....	919	....	....	....	3,276	....	....	....	3,412	....
Lada	1,639	14,925	4,900	....	....	2,593	3,208	2,244	229	19,225	8,281
Mazda	27,228	11,559	12,616	....	244,535	19,952	14,043	12,269	11,989	17,638	58,567
Mercedes-Benz	7,928	8,456	892	13,350	....	8,905	1,714	5,854	5,295	13,506	246,160
Mitsubishi	4,582	9,993	999	....	189,356	14,075	3,765	1,614	....	9,145	37,516
Nissan	16,368	17,433	7,220	....	833,103	23,382	7,552	5,862	14,369	104,684	46,038
Nueva Innocenti	....	....	....	13,723	....	....	....	....	....	....	....
Peugeot	8,717	23,011	3,569	43,010	....	25,284	3,544	3,905	13,598	21,342	29,285
Pininfarina	....	....	....	....	....	....	....	....	232	....	614
Porsche	538	516	....	....	....	213	....	209	1,420	3,333	12,176
Renault	12,051	27,687	667	161,642	....	29,196	483	2,222	14,730	62,923	89,652
Rolls-Royce	....	....	....	....	....	....	....	....	98	633	....
Saab	516	1,165	2,159	....	....	3,677	2,178	29,270	1,301	9,490	3,718
Skoda	867	2,881	7,977	....	....	2,997	494	375	250	11,059	1,578
Subaru	3,808	2,309	247	....	....	3,598	1,225	638	7,570	3,627	5,604
Suzuki	1,068	3,150	13	....	90,969	11,355	....	....	4,059	3,356	14,120
Talbot*	....	....	....	....	....	....	....	....	....	58,153	20,977
Toyota	12,017	22,342	10,963	....	1,247,546	19,837	8,419	8,646	18,577	31,683	56,000
VW-Audi	52,099	44,368	6,088	91,147	....	38,059	12,206	22,125	40,443	100,727	686,052
Volvo	3,877	6,961	4,394	17,299	....	22,101	8,344	62,012	6,508	61,250	15,261
Zastava	....	....	25	....	....	1,726	....	....	....	4,634	....
Others	391	1,820	2,290	20,155	35,284	1,212	81	27	1,296	2,125	3,719
TOTAL	247,847	338,933	116,238	1,582,027	3,135,611	459,131	103,672	217,123	273,886	1,791,699	2,426,774

*Included in Peugeot total, except UK and W. Germany.

Products/Specifications

Performance blitzkrieg in new car lines

In 1983 car and truck manufacturers continued their much-touted multi-billion dollar spending programs to bring new and exciting models to market. As the auto industry moved into the 1984 model year it became evident that performance had made a comeback. Performance became a prime selling feature in dealer showrooms once again.

Several new sporty models were launched last fall. Hailed as the first American-built mid-engine sports car, the all-new wedge-shaped Pontiac Fiero was introduced. For Chrysler there is the sleek new front-wheel-drive Laser with an all-electronic instrument cluster and transverse mounted engine.

For Dodge there is a new performance car, the Daytona. The four-place hatchback is equipped with multipoint fuel injection and the Chrysler water-cooled turbocharger. For American Motors a sporty new subcompact hatchback version of the Alliance, the Encore, made its debut.

A new Mustang SVO, a turbocharged version of the EXP for small car buffs and a new diesel engine are new offerings for Ford Division. New for Mercury in 1984 are the Cougar XR7 and Capri turbocharged models and new diesel-engine options for Topaz and Lynx models.

Among Lincoln's offerings for 1984 are a new upgraded Continental Mark VII and, later in the year, a turbocharged diesel for the Continental and Continental Mark VII.

For 1984 General Motors has added station wagons for the A-cars—Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century. The wagons are available in two-seat and three-seat versions. The return of the Cadillac Eldorado convertible after an eight-year absence highlights the 1984 Cadillac product line.

The performance blitzkrieg shows itself in the specifications chart with more fuel-injected engines, more turbocharged engines, more four-barrel carburetors, higher compression ratios, numerically higher final-drive ratios and increased horsepower and torque ratings.

The carburetor is rapidly becoming obsolete, replaced with fuel-injection systems. And fuel-injection systems are becoming more sophisticated, with simple throttle-body systems.

One or more new high-performance engine options are offered by every auto maker. General Motors and Ford Motor Co. each offer an engine developing in excess of 200 horsepower for 1984. Chrysler and Ford are leading the domestic charge toward turbocharged engines.

As has been the trend since the late '70s, the specification chart shows the continued switch from rear-wheel-drive to front-wheel-drive in all size classes.

At the opening of the 1984 model year the domestic auto makers had 286 models. The total is down from the 296 offered in the 1983 model year. The current 286 consist of 144 for GM, 81 for Ford Motor, 42 for Chrysler Corp., 15 for American Motors-Renault and four for Volkswagen.

At the end of the 1983 model year, the domestic list showed 137 models for GM, 93 for Ford, 43 for Chrysler, 16 for AMC-Renault and seven for Volkswagen for a total of 296.

U. S. 1984 model passenger-car specifications

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Eagle Sedan 4	109.3	180.9	72.3	54.4	3280	38.1	40.8	59.6	57.6	L4	3.88 x 3.19	2.5/150	2V	9.2	NA	NA	22	6.5	4	3.54	4	15	37.2
Eagle Wagon 6	109.3	180.9	72.3	54.6	3433	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	22	14	5	2.73	4	15	37.2
BUICK—Skyhawk 2-dr. (Turbo OHC)	101.2	175.3	62	54	2400	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8	150 @ 5600	150 @ 2800	13.6	8	4	3.65	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62	54	2436	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	86 @ 4900	100 @ 3000	13.6	9.6	5	4.1	F	13	34.7
Skyhawk wagon (OHC)	101.2	175.3	62	54	2507	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9	84 @ 5200	102 @ 2800	13.6	7.9	5	3.45	F	13	34.7
Skylark 2-dr. 4	104.9	181.1	69.1	53.7	2531	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	132 @ 2800	14.6	8.3	4	3.32	F	13	39.4
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.4	112 @ 5100	148 @ 2400	15.1	10.6	5	3.32	F	13	39.4
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3172	37.8	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	R	14	38.6
Regal 4-dr. V-6	108.1	200.6	71.6	55.4	3260	38.7	42.8	58.5	57.8	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	18.1	12.9	5	3.08	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	18.2	NA	5	2.29	R	14	38.6
Century 2-dr. 4	104.9	189.1	67.7	53.6	2690	38.6	42.1	58.7	56.8	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	8.9	4	2.39	F	14	38.5
Century 4-dr. V-6	104.9	189.1	67.7	53.6	2819	38.6	42.1	58.7	56.8	V-6	3.8 x 2.66	3.0/181	2V	8.4	110 @ 4800	145 @ 2600	15.7	12.1	5	2.53	F	13	38.5
Century Wagon (diesel)	104.9	191	69.4	54.2	2940	38.6	42.1	58.7	56.8	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	13.2	NA	3.06	F	14	38.5
Riviera V-6	114	206.6	71.5	53.7	3679	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21.1	13	5	3.15	F	15	39.9
LeSabre 2-dr. V-6	115.9	218.4	76.2	56	3635	38.5	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	R	15	40.3
LeSabre 4-dr. V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25	13	5	2.73	R	15	40.3
Electra Sedan FWD	110.8	197.4	72.1	54.2	3243	39.3	42.4	60.3	59.7	V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000	8	12.4	5	2.84	F	14	39.4
Electra 2-dr. V-6	118.9	221.3	75.9	56.8	3803	38.5	42.2	61.8	60.6	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	24	13	5	3.23	R	15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	57.7	3862	39.5	42.2	61.8	60.6	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25	15.6	5	2.73	R	15	40.3
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.6	42.2	62.2	64	V-8	4.05 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	22	15.6	8	2.93	R	15	40.5
OPTIONAL ENGINES: Skylark (High Output)										V-6	3.5 x 3	2.8/173	2V	8.94	135 @ 5400	145 @ 2400							
Century										V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	F.I.		190 @ 4000	300 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	200 @ 4000	300 @ 2400							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600							
LeSabre. Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	173.1	65	52	2583	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	8.3	5	3.83	F	13	38.2
Seville	114	204.8	70.9	54.3	3804	38.1	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	3.15	F	15	42.2
Eldorado	114	204.5	70.6	54.3	3734	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	3.15	F	15	42.2
'85 Coupe deVille/Fleetwood	110.8	195	71.7	55	3324	39.3	42.4	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	18	12.4	5	3.15	F	14	39.4
Coupe deVille	121.5	221	75.4	54.6	3935	38.1	42	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
Fleetwood Sedan	121.5	221	75.3	56.7	4029	39	42	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
Limousine	144.5	244.3	75.3	56.9	4765	39	42	61.7	60.7	*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400	24.5	NA	NA	3.08	R	15	51.2
OPTIONAL ENGINES: Eldorado, deVille, Brougham, Seville (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
***—V-8-6-4 Modulated Displacement engine**																							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.8	2090	37.8	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9	65 @ 5200	80 @ 3200	12.5	9	5	3.36	R	13	30.2
Chevette 4-dr. (diesel)	97.3	164.9	61.8	52.8	2321	37.9	41.7	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	2.2	51 @ 5000	72 @ 2000	12.5	9	6	3.36	R	13	30.8
Cavalier 2-dr.	101.2	172.4	66	51.9	2369	37.7	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier 4-dr.	101.2	174.3	66.3	53.8	2389	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier Hatchback	101.2	172.4	66	51.7	2418	37.6	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Cavalier Wagon	101.2	174.5	66.3	54.3	2461	38.4	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	3.32	F	13	34.7
Citation II 2-dr. 4	104.9	176.7	68.3	53.9	2456	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	14.6	8.8	4	3.32	F	13	36.1
Citation II 4-dr. V-6	104.9	176.7	68.3	53.9	2570	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.7	5	3.32	F	13	36.1
Camaro 4	101	187.8	72.8	50	2892	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	15.8	9.3	4	3.42	R	14	36.9
Camaro V-6	101	187.8	72.8	50	2958	37	43	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	107 @ 4800	145 @ 2100	16.2	12.9	5	3.42	R	14	36.9
Monte Carlo V-6	108	200.4	71.8	54.4	3177	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	18.1	15.1	5	2.41	R	14	37.1
Monte Carlo V-8	108	200.4	71.8	54.4	3292	37.6	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	18.1	16.4	6	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	54.3	2668	38.8	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	15.7	9.8	4	3.65	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	69.3	53.9	2775	38.6	42.1	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5	2.84	F	13	36.9
Celebrity Wagon (diesel)	104.9	188.3	69.3	54.3	3116	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	13	6	2.66	F	14	37
Chevrolet 4-dr. V-6	116	212.2	75.4	56.4	3486	39.5	42.2	61.7	60.7	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	25	14.2	5	2.73	R	15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4069	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22	15.5	6	2.73	R	15	39.7
Corvette	96.2	176.5	71	46.6	3192	36.4	42.6	59.6	60.4	V-8	4 x 3.48	5.7/350	F.I.	9	205 @ 4200	290 @ 4200	20	14.7	5	3.07	R	16	40.1
OPTIONAL ENGINES: Citation II, Celebrity										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400							
Monte Carlo (SS)										V-8	3.74 x 3.48	5.0/305	4V	9.5	180 @ 4800	235 @ 3200							
Camaro (Z-28)										V-8	3.74 x 3.48	5.0/305	4V	9.5	190 @ 4800	240 @ 3200							
Chevrolet Monte Carlo (diesels)										V-8	4 x 3.39	5.7/350	F.I.	22.1	105 @ 3200	200 @ 1600							
CHRYSLER—Laser	97	175	69.3	50.3	2550	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	2.57	F	14	33.5
LeBaron 4-dr.	100.3	179.8	68.5	53	2560	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.57	F	14	34.8
LeBaron Wagon 4	100.1	179.6	68.5	52.7	2730	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	14	34.8
LeBaron Executive Sedan	124	203.4	68.5	53	3007	38.1	42.3	57.6	57.2	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	14	34.8
New Yorker (turbo)	103.3	185.7	68.3	52.9	2793	38.5	42.5	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5200	160 @ 3600	14	8.7	5	3.02	F	14	35.6
E-Class	103.3	187.2	68.3	52.9	2595	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	3.02	F	14	35.6
Fifth Avenue	112.7	206.7	74.2	55.3	3747	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18	15	5	2.26	R	15	40.7
OPTIONAL ENGINES:																							
LeBaron (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5600	160 @ 3600							
Laser (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5600	160 @ 3600							
E-Class, New Yorker										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
DODGE—Charger 1.6-liter	96.6	174.8	66.7	50.8	2224	37.2	42.5	56.1	55.9	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13	7	4.5	2.69	F	13	37.3
Charger 2.2	96.6	174.8	66.7	50.8	2271	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9	101 @ 5200	124 @ 3200	13	8.7	5	2.57	F	14	37.3
Shelby Charger	96.6	174.7	66.7	50.2	2410	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13	8.7	5	2.78	F	14	37.3
Omni 4-dr. 2.2-liter	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	13	8.7	5	2.20	F	13	38.1
Omni 4-dr. GLH	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13	8.7	5	2.78	F	15	38.1
Aries 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2382	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.69	F	13	34.8
Aries Wagon 2.6 liter	100.3	176.2	68.6	52.4	2540	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14	8.7	5.5	3.02	F	13	34.8
Daytona	97	175	69.3	50.3	2567	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	2.57	F	14	33.5
600 2-dr.	100.3	181.3	68.5	52.6	2506	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.57	F	14	34.8
600 4-dr.	103.3	187.4	68.3	52.9	2553	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	F.I.	9	99 @ 5600	121 @ 3200	14	8.7	5	3.02	F	14	35.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3556	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18	15	5	2.26	R	15	40.7
OPTIONAL ENGINES: 600										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
600, Daytona (turbos)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	142 @ 5600	160 @ 3600							

Copyright, 1983, Automotive News

U. S. 1984 model passenger-car specifications

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
FORD—EXP (H.O.)	94.2	170.3	65.9	50.5	2212	36.6	41.7	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Escort 2-dr.	94.2	163.9	65.9	53.3	2080	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	70 @ 4600	88 @ 2600	13	6.7	4	3.04	F	13	35.7
Escort 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2146	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Escort Wagon (EFI)	94.2	165	65.9	53.3	2177	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	F.I.	9	84 @ 5200	90 @ 2800	13	6.7	4.5	3.73	F	13	35.7
Mustang 2-dr. 4	100.5	179.1	69.1	51.9	2664	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	1V	9	88 @ 4000	122 @ 2400	15.4	10.2	5	3.08	R	14	37.4
Mustang 3-dr. V-6	100.5	179.1	69.1	51.9	2854	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	12.2	5	2.73	R	14	37.4
Tempo 2-dr.	99.9	176.2	66.2	52.5	2373	3.76	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Tempo 4-dr.	99.9	176.2	66.2	52.7	2443	3.76	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Thunderbird	104	197.6	71.1	53.2	3069	37.7	42	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21	12.2	5	3.45	R	14	38.6
LTD Sedan 4	105.6	196.5	71	53.8	3001	38.7	41.9	56.6	57	L4	3.78 x 3.13	2.3/140	1V	9	88 @ 4000	122 @ 2400	16	8.6	5	3.27	R	14	39.1
LTD Wagon V-6	105.6	196.5	71	54.4	3152	39.1	41.9	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16	12.2	5	3.27	R	14	39.1
Ford 4-dr. V-8	114.3	211.1	77.5	55.3	3730	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18	13.3	5	3.08	R	14	39.1
Ford Wagon V-8 (dual exhaust)	114.3	215	79.3	56.8	3936	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5	3.08	R	14	39.1
OPTIONAL ENGINES: EXP, Escort (turbos)										L4	3.15 x 3.13	1.6/97.6	F.I.	8	120 @ 5200	120 @ 3400							
Escort, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
LTD (propane)										L4	3.78 x 3.13	2.3/140	1V	10	88 @ 4000	122 @ 2400							
Mustang, Thunderbird (turbos)										L4	3.78 x 3.13	2.3/140	F.I.	8	145 @ 4600	180 @ 3600							
Mustang (SVO turbo)										L4	3.78 x 3.13	2.3/140	F.I.	8	175 @ 4400	210 @ 3000							
Mustang, LTD (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Mustang (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	175 @ 4000	245 @ 2200							
Mustang (H.O., after Dec. 1, 1983)										V-8	4 x 3	5.0/302	4V	8.3	205 @ 4400	265 @ 3200							
Thunderbird										V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600							
HONDA—Accord 4-dr.	96.5	175.4	65.2	54.1	2271	38.7	41.3	56.9	55.9	L4	3.15 x 3.58	1.8/107	3V	9	86 @ 5800	98 @ 3500	15.8	6.3	4	3.00	F	13	34.1
LINCOLN—Mark VII	108.5	202.8	70.9	54	3625	37.8	42	58.4	59	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5	3.08	R	15	40
Lincoln 4-dr. (dual exhaust)	**117.3**	**219**	**78.1**	**55.9**	**4062**	**39**	**43.5**	**62.2**	**62**	**V-8**	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	**18**	**13.3**	**5**	**3.08**	**R**	**15**	**40**
Continental	108.5	200.7	73.6	55.5	3750	38.5	42	58.4	59	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5	3.08	R	15	40.1
OPTIONAL ENGINES: Mark VII, Continental (turbo diesels)										L6	3.15 x 3.19	2.4/146	F.I.	23	115 @ 4800	155 @ 2400							
Lincoln 4-dr. (dual exhaust)										V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000							
MERCURY—Lynx 2-dr.	94.2	163.9	65.9	53.3	2087	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	70 @ 4600	88 @ 2600	13	6.7	4.5	3.04	F	13	35.7
Lynx 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2149	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5400	88 @ 3000	13	6.7	4.5	3.73	F	13	35.7
Lynx Wagon (EFI)	94.2	165	65.9	53.3	2182	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	F.I.	9	84 @ 5200	90 @ 2800	13	6.7	4.5	3.73	F	13	35.7
Capri 4	100.5	179.1	69.1	51.9	2743	37.2	41.7	56.6	57	L4	3.78 x 3.12	2.3/140	1V	9	88 @ 4000	122 @ 2400	15.4	10.2	5	3.08	R	14	37.4
Capri 6	100.5	179.1	69.1	51.9	2887	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	12.2	5	2.73	R	14	37.4
Topaz 2-dr.	99.9	176.5	66.2	52.5	2379	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Topaz 4-dr.	99.9	176.5	66.2	52.7	2447	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	1V	9	84 @ 4400	118 @ 2600	14	N.A.	N.A.	3.04	F	13	38.5
Cougar V-6	104	197.6	71.1	53.4	3065	37.8	42	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21	12.2	5	2.73	R	14	39.4
Marquis Sedan 4	105.6	196.5	71	53.8	2928	38.7	41.9	56.6	57	L4	3.78 x 3.12	2.3/140	1V	9	88 @ 4000	122 @ 2400	16	8.6	5	3.27	R	14	39.1
Marquis Wagon V-6	105.6	196.5	71	54.4	3128	39.1	41.9	56.6	57	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16	12.2	5	3.27	R	14	39.1
Mercury 4-dr. V-8	114.3	214	77.5	55.2	3780	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18	13.3	5	3.08	R	14	39.1
Mercury Wagon V-8 (dual exhaust)	114.3	218	79.3	56.8	3981	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5	3.08	R	14	39.1
OPTIONAL ENGINES: Lynx (turbo)										L4	3.15 x 3.13	1.6/97.6	F.I.	8	120 @ 5200	120 @ 3400							
Lynx, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
Marquis (propane)										L4	3.78 x 3.13	2.3/140	1V	10	88 @ 4000	122 @ 2400							
Capri, Cougar (turbos)										L4	3.78 x 3.12	2.3/140	F.I.	8	145 @ 4600	180 @ 3600							
Capri, Marquis (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Capri (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	175 @ 4000	245 @ 2200							
Capri										V-8	4 x 3	5.0/302	4V	8.3	205 @ 4400	265 @ 3200							
Cougar										V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600							
OLDSMOBILE—Firenza 2-dr. (OHC)	101.2	174.3	65	51.7	2412	37.2	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9	84 @ 5200	102 @ 2800	14	8	4.5	3.83	F	13	34.4
Firenza 4-dr.	101.2	176.2	65	53.7	2418	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Firenza Wagon	101.2	176.2	65	55.2	2496	38.1	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/112	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Omega 2-dr. 4	104.9	182.8	69.8	53.7	2503	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	14.6	9.3	4	3.32	F	13	38.4
Omega 4-dr. V-6	104.9	182.8	69.8	53.7	2612	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.5	5	3.32	F	13	38.4
Cutlass Supreme 2-dr. V-6	108.1	200	71.6	54.9	3204	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	19.8	13	5	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	200.4	71.9	55.9	3451	38.7	42.8	58.5	57.8	V-8	3.8 x 3.39	5.0/307	4V	8	140 @ 3600	240 @ 1600	18.2	14.9	5	2.14	R	14	38.2
Cutlass Ciera 2-dr. 4	104.9	188.4	69.5	54.1	2691	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	15.7	9.1	4	2.39	F	14	38.1
Cutlass Ciera 4-dr. V-6	104.9	188.4	69.5	54.1	2814	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.4	110 @ 4800	145 @ 2600	15.7	13.6	5	2.53	F	14	38.1
Ciera Wagon (diesel)	104.9	191	69.5	54.5	3069	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	12.6	6	2.53	F	14	38.1
Toronado V-6	114	206	71.4	54.6	3704	37.9	42.8	59.3	60	V-6	**3.97 x 3.4**	**4.1/252**	**4V**	**8.0**	**125 @ 4000**	**205 @ 2000**	21	13.1	5	3.15	F	15	40.4
Toronado V-8	114	206	71.4	54.6	3887	37.9	42.8	59.3	60	V-8	**3.8 x 3.39**	**5.0/307**	**4V**	**8.0**	**140 @ 3600**	**240 @ 1600**	21.1	16.4	5	2.73	F	15	40.4
Delta 88 Sedan V-6	115.9	218.1	76.3	56.7	3531	39.5	42.2	61.7	60.7	V-6	**3.8 x 3.4**	**3.8/231**	**2V**	**8.0**	**110 @ 3800**	**190 @ 1600**	25	13	5	2.73	R	15	39.1
98 Regency Brougham FWD	110.8	196.4	71.4	55.1	3167	39.3	42.4	60.3	59.8	V-6	4.06 x 3.39	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000	18	13.7	6	2.33	F	14	39.4
98 Sedan V-8 (diesel)	119	221.1	76.3	57.2	4248	39.5	42.2	61.7	60.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600	26	18.3	7	2.93	R	15	40
Custom Cruiser V-8	115.9	220.3	79.8	58.5	4128	39.6	42.2	62.1	64.1	V-8	**3.8 x 3.39**	**5.0/307**	**4V**	**8.0**	**140 @ 3600**	**240 @ 1600**	22	15.6	5	2.73	R	15	39.2
OPTIONAL ENGINES: Cutlass 98 (diesel)										**V-6**	**4.06 x 3.39**	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Ciera										V-6	3.8 x 3.4	3.8/231	F.I.	8	125 @ 4000	205 @ 2000							
Toronado, 88, Ninety-Eight, Custom Cruiser, Cutlass (diesels)										**V-8**	**4.06 x 3.39**	**5.7/350**	**F.I.**	**22.7**	**105 @ 3200**	**200 @ 1600**							
Omega (H.O.)										**V-6**	**3.5 x 3**	**2.8/173**	**2V**	**8.9**	**130 @ 5400**	**145 @ 2400**							
PLYMOUTH—Horizon 4-dr. 1.6	99.1	164.8	65.8	53.1	2151	38.1	42.1	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13	7	4.5	2.69	F	13	37.3
Horizon 4-dr. 2.2	99.1	164.8	65.8	53.1	2197	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	13	8.7	5	2.20	F	13	38.1
Turismo 2.2	96.6	174.8	66.7	50.8	2332	37.2	42.5	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	101 @ 5200	124 @ 3200	13	8.7	5	2.57	F	14	37.3
Reliant 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2361	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	96 @ 5200	119 @ 3200	14	8.7	5	2.69	F	13	34.8
Reliant Wagon 2.6 liter	100.3	176.2	68.6	52.4	2454	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	101 @ 4800	140 @ 2800	14	8.7	5.6	3.02	F	13	34.8
Gran Fury	112.7	205.7	74.2	55.3	3558	39.3	42.5	60	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 160[illegible]	18	16.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Horizon, Turismo										L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600							
PONTIAC—T1000 4-dr.	97.3	164.8	61.8	52.8	2138	37.9	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9	65 @ 5200	80 @ 3200	[illegible]	9	5	3.36	R	13	30.2
Fiero	93.4	160.7	68.9	46.9	2459	37	43.5	57.8	58.7	L4	4 x 3	2.5/151	F.I.	9	92 @ 4000	134 @ 2800	10.2	[illegible]	4	41	R	13	38.4
2000 Coupe (OHC)	101.2	173.6	68.6	53.5	2347	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9	84 @ 5200	102 @ 2800	13.6	8	5	3.45	F	13	34.7
2000 Sedan (OHC turbo)	101.2	175.9	68.6	54.8	2431	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8	150 @ 5600	150 @ 2800	13.6	7.8	5	3.65	F	13	34.7
2000 Hatchback 2.0 L	101.2	173.6	68.6	51.9	2421	37.6	42.1	55.4	55.2	L4	3.34 x 3.13	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	13.[illegible]	9.6	5	4.10	F	13	34.7

Continued on Page 45

U. S. 1984 model passenger-car specifications

Continued from Page 44

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
2000 Wagon 2.0 L	101.2	175.8	65	51.9	2480	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5	4.1	F	13	34.7
Phoenix Notchback 4	104.9	182.1	69.1	53.3	2463	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	14.6	9.1	4	3.32	F	13	36.1
Phoenix Hatchback V-6	104.9	183.1	69.1	53.1	2609	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.7	5	3.32	F	13	36.1
Firebird 4	101	189.9	72.4	49.7	2859	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	15.9	9.3	4	3.42	R	14	36.9
Firebird S/E	101	189.9	72.4	49.8	2891	37	43	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.9	125 @ 5400	145 @ 2400	16.1	12.9	5	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	200.2	71.6	55.8	3155	38.5	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5	2.41	R	14	37.1
Grand Prix V-6	108.1	201.9	72.3	54.7	3207	37.6	42.8	58.5	57.8	V-6	**3.8 x 3.4**	**3.8/231**	**2V**	**8.0**	**110 @ 3800**	**190 @ 1600**	18.1	12.4	5	2.41	A	14	37.1
6000 2-dr. 4	104.9	188.8	72	53.3	2707	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	9	92 @ 4400	132 @ 2800	15.7	9.7	4	2.39	F	14	40
6000 4-dr. V-6	104.9	188.8	72	53.7	2791	38.6	42.1	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5	2.84	F	14	40
6000 Wagon (diesel)	104.9	192.9	72	60	3159	38.6	42.1	58.7	57	V-6	4.06 x 3.39	4.3/262	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	12.9	6	2.39	F	14	40
Parisienne Sedan	116	212.2	75.3	56.4	3484	39.5	42.2	61.8	60.8	V-6	3.8 x 3.4	3.8/231	2V	8	110 @ 3800	190 @ 1600	25	12.4	5	2.73	R	15	38.7
Parisienne Wagon	116	215.1	79.3	58.1	4080	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22	16.4	6	2.73	R	15	39.7
OPTIONAL ENGINES: 1000 (diesel)										L4	3.31 x 3.23	1.8/111	F.I.	22	51 @ 5000	72 @ 2000							
Phoenix (H.O.), 6000 STE										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
Firebird										V-6	3.5 x 3	2.8/173	2V	8.5	107 @ 4800	145 @ 2100							
Firebird, Grand Prix, Bonneville										V-8	3.74 x 3.48	5.0/305	4V	8.5	150 @ 4000	240 @ 2400							
Trans Am (H.O.)										V-8	3.74 x 3.48	5.0/305	4	9.5	190 @ 4800	240 @ 3200							
Grand Prix, Bonneville, Parisienne (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
RENAULT/AMC-Alliance	97.8	163.8	65	51.3	2000	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9	NA	NA	12.5	4.7	5	3.3	F	13	30.3
Encore 3-dr.	97.8	160.6	65	51.3	2006	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9	NA	NA	12.5	4.7	5	3.3	F	13	30.3
VOLKSWAGEN—Rabbit (diesel)	94.5	153.3	63.4	55.5	1943	N.A.	N.A.	54.5	53.5	L4	3.19 x 3.4	1.6/97	F.I.	2.3	72 @ 2000	100 @ 3000	11.	7.3	4.7	3.89	F	13	31.2
Rabbit GTI	94.5	153.3	63.4	55.5	2011	N.A.	N.A.	54.7	53.5	L4	3.19 x 3.4	1.8/109	F.I.	8.5	90 @ 5500	100 @ 3000	10	7.3	4.7	3.94	F	14	31.2
OPTIONAL ENGINES: Rabbit										L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 5000	90 @ 3000							
Rabbit										L4	3.13 x 3.4	1.7/105	1V	8	65 @ 5000	88 @ 2800							

Copyright, 1984, Automotive News

U. S. 1984 model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Available Engines
AMC/JEEP—CJ-7	93.4	—	153.2	—	65.3	70.9	4,150 -	1,227 -	15	15	14	2.5/150	1V	—	*	4.2/258 L6
Scrambler	103.4	—	166.2	—	63.5	70.8	4,150 -	1,146 -	15	15	I4	2.5/150	1V	—	*	4.2/258 L6
J-10 Pickup	118.8	130.7	194	206	78.9	69	6,200 -	2,156 -	15	18.2	L6	4.2/258	2V	—	*	5.9/380 V-8
J-20 Pickup	130.8	—	206	—	78.9	70	7,600 - 8,400	3,745 -	15	18.2	V-8	5.9/360	2V	—	*	None
Cherokee/Wagoner	101.4	—	165.3	—	70.5	64.1	4,549 -	1,343 -	15	13.5	I4	2.5/150	IV	—		2.8/173 V-6
Grand Wagoner	108.7	—	186.4	—	74.8	66.4	6,200 -	1,659 -	15	20.3	L6	4.2/258	2V	—		5.9/360 V-8
*Selec-Trac (2WD/4WD system is optional)																
DATSUN—Pickup	101.4	110.8	172.8	187	63.4	62	3,700 - 4,800	1,000 - 2,050	14	13.2	4	2.4/146	2V	103	X	2.0/120 (MPG), 2.5/152 (diesel)
King Cab Pickup	110.8	—		—	63.4	61.2	3,700 - 4,330	1,000 - 1,460	14	13.2	4	2.4/146	2V	193	X	2.0/120 (MPG), 2.5/152 (diesel)
DODGE—Rampage	104.2	—	183.6	—	66.8	51.8	3,450 -	1,140 -	13	13	L4	2.2/135	2V	99		None
D100 Pickup	115	131	190.8	210.8	79.5	69	4,800 -	1,295 - 1,570	15	20	L6	3.7/225	IV	95	X	5.2/318 2V V-8, 5.9/360 4V V-8
D150 Pickup	115	131	190.8	210.8	79.5	69	4,800 - 5,850	1,455 - 2,405	15	20	L6	3.7/225	1V	95	X	5.2/318 2V V-8, 5.9/360 4V V-8
D250 Pickup	131	—	210.8	—	79.5	73	6,400 - 7,500	2,535 - 3,510	16	20	L6	3.7/225	1V	95	X	5.2/318 2V V-8, 5.8/360 4V V-8
D350 Pickup	131	165	210.8	224.2	79.5	72	8,510 - 10,500	4,530 - 5,690	16	20	V-8	5.9/360	4V	175	X	None
Caravan	112	—	175.9	—	69.6	64.6	4,600 - Max.	1,700 - Max.	14	15	L4	2.2/135	2V	101		2.6/156 L4
Ramcharger (4WD)	106	—	184.6	—	79.5	73.1	5,850 - 6,200	1,595 -	15	35	V-8	5.2/318	2V	150		5.2/318 (4V)
B150 Van	109.6	127.6	178.9	196.9	79.8	78.3	4,700 - 5,300	1,285 - 1,755	15	36	L4	3.7/225	1V	95		5 2/318 V-8
FORD—Ranger Pickup	107.9	113.9	171.1	183.1	66.9	64	3,780 - 4,420	1,235 - 1,770	14	15.2	14	2.0/121	1V	79	X	2.3/140 14, 2.2 135 (diesel), 2.8/171 V-6
Bronco II 4WD	94	—	158.4	—	68	69	N.A.	N.A.	15	23	V-6	2.8/171	2V	115		None
F-150 Pickup	116.8	133	192.1	230.3	77.2	69.9	4,800 - 6,100	1,400 - 2,510	15	16.5	I6	4.9/300	1V	119	X	5.0/302 V-8, 5.8/351 V-8
F-250 Pickup	133	155	208.3	230.3	77.2	72.3	6,300 - 8,800	2,630 - 4,630	16	19	16	4.9/300	1V	124	X	5.0/302 V-8, 5.8/351 V-8, 6.6/400 V-8, 6.9/421 V-8 (diesel)
F-350 Pickup	133	168.4	208.3	—	77.2	73	8,700 - 10,000	4,145 - 5,680	16	19	V-8	5.8/351	2V	N.A.	X	6.6/400 V-8, 6.9/421 V-8 (diesel)
Bronco 4WD	104.7	—	177.6	—	77.2	74	5,950 -	1,577 -	15	32	I6	4.9/300	1V	120	X	5.0/302 V-8, 5.8/351 V-8
E-150 Van	124	138	186.8	226.8	79.7	80.8	5,250 - 6,350	1,350 - 2,375	15	18	I6	4.9/300	1V	120		5.0/302 V-8, 5.8/351 V-8, 6.9/421 V-8 (diesel)
GENERAL MOTORS: CHEVROLET/GMC																
El Camino/Caballero	117.1	—	201.6	—	71.9	53.8	4,581 - 4,818	1,250 -	14	17.7	V-6	3.8/229	2V	110		5.0/305 V-8, 5.7/350 V-8 (diesel)
S-10/15 Pickup	108.3	117.9	178.2	194.2	64.7	61.2	3,500 - 4,880	1,000 - 1,625	14	13.2	L4	1.9/119	2V	82	X	2.0/121 L4, 2.8/176 V-6, 2.2/137 L4 (diesel)
S-10/15 Extended Cab	122.9	—	192.8	—	64.7	61.2	3,500 - 4,830	1,000 - 1,500	14	13.2	L4	2.0/121	2V	85	X	2.8/176 V-6, 2.2/137 L4 (diesel)
S-10/15 Blazer/Jimmy (4 WD)	100.5	—	170.3	—	64.7	62.6	4,075 - 4,850	1,000 - 1,625	15	13.2	L4	2.0/121	2V	85		2.8/176 V-6
C-10/1500 Pickup	117.5	131.5	191.9	211.8	79.6	69.8	4,900 - 6,100	1,070 - 2,596	15	16	L6	4.1/250	2V	120	X	5.0/305 V-8, 6.2/379 V-8 (diesel)
C-20/2500 Pickup	131.5	164.5	211.8	244.8	79.6	71.6	6,400 - 8,200	2,587 - 3,436	16	20	L6	4.1/250	2V	120	X	4.8/292 L6, 5.0/305 V-8, 5.7/350 V-8, 7.4/454 V-8, 6.2/379 V-8 (diesel)
C-30/3500 Pickup	131.5	164.5	211.8	244.8	79.6	73	9,000 - 10,000	4,187 - 5,340	16	20	L6	4.8/292	1V	115	X	5.7/350 V-8, 7.4/454 V-8, 6.2/379 V-8 (diesel)
Blazer/Jimmy (4 WD)	106.5	—	184.8	—	79.6	73.4	6,100 - 6,250	3,750 -	15	25	V-8	5.0/305	4V	160		6.2/379 V-8 (diesel)
C-10/1500 Suburban	129.5	—	220	—	79.6	72	6,100 - 7,000	N.A.	15	25	V-8	5.0/305	4V	160	X	6.2/379 V-8 (diesel)
C-10/1500 Van	110	125	178.2	202.2	79.5	79.4	4,900 - 6,000	N.A.	15	22	L6	4.1/250	2V	120		5.0/305 V-8, 5.7/350 V-8, 6.2/379 V-8 (diesel)
PLMOUTH—Voyager	112	—	175.9	—	69.6	64.6	4,600 - Max.	1,700 - Max.	14	15	L4	2.2/135	2V	101		2.6//156 L4

1984 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

Shown on this page are models that are representative of 1984 model car body family designations of General Motors, Ford Motor Co. and Chrysler Corp.

A complete listing of all models in each body family appears on Page 50.

In the accompanying photos, GM models run from the A-body Buick Century at the top of the first column to the Y-body Chevrolet Corvette at the top of the third column. Ford models run from the Erika Ford EXP (second from top, third column) through the third column. Chrysler models are in the fourth column.

A-body: Buick Century

B-body: Pontiac Parisienne

C-body: Oldsmobile Ninety-Eight

D-body: Cadillac Fleetwood Limo

E-body: Oldsmobile Toronado

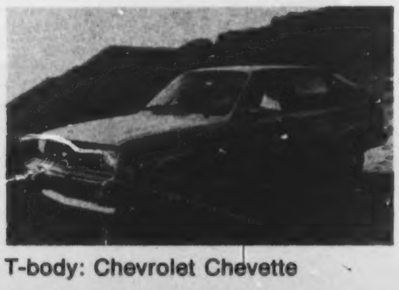
F-body: Chevrolet Camaro

G-body: Buick Regal

J-body: Pontiac 2000

K-body: Cadillac Seville

P-body: Pontiac Fiero


T-body: Chevrolet Chevette

X-body: Buick Skylark

Y-body: Chevrolet Corvette

Erika: Ford EXP

Topaz: Mercury Topaz

Fox: Ford Mustang

L-body: Ford LTD

LS-body: Mark VII

S-body: Mercury Cougar

Panther: Ford LTD Crown Victoria

CV-body: Chrysler LeBaron

E-body: Chrysler New Yorker

G-body: Dodge Daytona

K-body: Plymouth Reliant

KC-body: Chrysler Executive Sedan/Limo

L-body: Dodge Omni

M-body: Chrysler Fifth Avenue

S-body: Plymouth Voyager

Domestic car body designations are all in the family

The three largest U. S. auto companies—General Motors, Ford Motor Co. and Chrysler Corp.—expanded the sizes of their families in the 1984 model year.

Car body families, that is. Or, as they are sometimes called, "platforms."

A year before, as the '83 model year got under way, the Big Three had 25 body-family designations. GM had 12, Chrysler seven and Ford six.

As the '84 model year began, they had a total of 28. There were some additions and some deletions. The net result, however, was an addition of one family per company, giving GM 13 platforms, Chrysler eight and Ford seven.

Additions to the '84 families are the GM P-body (Pontiac Fiero), the sporty two-seater that is unique to the GM lineup; the Chrysler G-body (new sporty Dodge Daytona and Chrysler Laser), S-body (the mini van/wagon Plymouth Voyager and Dodge Caravan) and KC-body (Chrysler Executive Sedan/Limo); and Ford Motor Co.'s LS-body (Continental and Continental Mark VII air suspension cars).

There also have been a number of changes and additions of models within various body families at every company.

At GM, the Pontiac Parisienne joined the B-body family that also is comprised of Chevrolet Impala/Caprice Classic, Oldsmobile Delta Eighty-Eight and Buick LeSabre.

At Chrysler, the '83 model J-body designation and cars, Dodge Mirada and Chrysler Cordoba, were dropped in the '84 model year. Also discarded were the Y-body Chrysler Imperial and M-body Chrysler New Yorker.

At Ford Motor Co., the sporty Mercury LN7 coupe was dropped from the Erika platform for '84. Ford Fairmont and Mercury Zephyr were replaced by Ford Tempo and Mercury Topaz models (Topaz platform), and Continental was switched from the L-body designation, and Mark VII from the Panther platform to create a new LS platform.

In all, GM lists 39 different car lines among its 1984 model body family designations, including 10 by Chevrolet, nine by Pontiac, seven each by Oldsmobile and Buick and six by Cadillac.

Ford Motor Co. lists 16 different car lines—seven for Ford Division, six for Mercury and three for Lincoln.

Chrysler Corp. claims 20—five for Plymouth, nine for Dodge and six for Chrysler.

Only the Big Three U. S. auto companies are listed in the accompanying chart of body family designations because American Motors and Volkswagen of America do not use such designations.

1984 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

GENERAL MOTORS

	A	B	C	D	E	F	G	J	K	P	T	X	Y
CHEVROLET	Celebrity	Impala Caprice Classic				Camaro	Malibu Monte Carlo	Cavalier			Chevette	Citation	Corvette
PONTIAC	6000	Parisienne				Firebird	Bonneville Grand Prix	2000		Fiero	1000	Phoenix	
OLDSMOBILE	Ciera	Delta Eighty-Eight	Ninety-Eight		Toronado		Cutlass Supreme	Firenza				Omega	
BUICK	Century	LeSabre	Electra		Riviera		Regal	Skyhawk				Skylark	
CADILLAC			Fleetwood Brougham DeVille	Fleetwood Limousine	Eldorado			Cimarron	Seville				

CHRYSLER CORP.

	CV	E	G	K	KC	L	M	S
PLYMOUTH				Reliant		Horizon Turismo	Gran Fury	Voyager
DODGE	600 Convertible	600 600ES	Daytona	Aries		Omni Charger	Diplomat	Caravan
CHRYSLER	LeBaron	E-Class New Yorker	Laser		Executive Sedan/Limo		Fifth Avenue	

FORD MOTOR CO.

	ERIKA	TOPAZ	FOX	L	LS*	S	PANTHER
FORD	Escort EXP	Tempo	Mustang	LTD		Thunderbird	LTD Crown Victoria
MERCURY	Lynx	Topaz	Capri	Marquis		Cougar	Grand Marquis
LINCOLN					Continental Continental Mark VII		Town Car

*Air suspension models.

Import 1984 model passenger-car specifications

As of April 1, 1984

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	115@5,500	119.4@2,750	12.2	N.A.	N.A.	4.1	M5	R	14	34.5
GTV-6	94.5	171.2	65.5	52.4	2,823	N.A.	N.A.	54	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	17	N.A.	N.A.	4.1	M5	R	15	32.8
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12	3.54	M5	R	15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12	3.54	M5	R	15	38
Lagonda	115	207.9	70.5	51.2	4,400	N.A.	N.A.	59	59	V-8	5.3/326	N.A.	N.A.	N.A.	N.A.	33.3	N.A.	N.A.	N.A.	A3	R	15	N.A.
AUDI 4000 4	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.8/109	F.I.	9	88@5,500	96@3,250	15.8	6.9	4.7	4.11	M5	F	13	32.5
4000 S Quattro	99.4	176.6	66.4	53.8	2,745	N.A.	N.A.	55.4	55.8	5	2.2/136	F.I.	8.5	115@5,500	126@3,000	18.5	8.45	3.7	4.11	M5	4	14	34.8
5000 S	105.8	192.7	71.4	55.7	2,812	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.2	100@5,500	107@3,000	21.1	8.5	5.3	4.11	M5	F	14	34.0
5000 S Turbo	105.8	192.7	71.4	55.7	3,042	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.0	140@5,500	149@2,500	21.1	8.5	5.3	3.25	A3	F	15	34.0
5000 S Wagon	105.8	192.7	71.4	55.7	2,954	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.2	100@5,500	107@3,000	21.1	8.5	5.3	4.11	M5	F	14	34.0
Coupe GT	99.8	177	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.4	5.3	4.45	M5	F	14	32.5
Quattro Coupe	99.5	178.2	67.9	52	2,838	N.A.	N.A.	56	57.4	5	2.1/131	F.I.	7	160@5,500	181@3,000	23.8	9.8	4.5	3.89	M5	4	15	34
BERTONE X 1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79.2@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
BMW 318i Sedan	101.2	176.8	64.8	54.3	2,360	37.7	N.A.	55.4	55.7	4	1.8/107.8	F.I.	9.3	101@5,800	103@4,500	14.5	N.A.	N.A.	3.64	M5	R	14	34.4
325e Sedan	101.2	176.8	64.8	54.3	2,360	37.7	N.A.	55.4	55.7	6	2.7/164	F.I.	9	170@4,250	170@3,250	14.5	N.A.	N.A.	3.64	M5	R	14	34.4
528e Sedan	103.3	189	66	55.7	2,953	37	41.7	56.3	57.9	6	2.7/164	F.I.	9	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
533i	103.3	189	66	55.7	3,134	37	41.7	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	N.A.	N.A.	3.25	M5	R	390mm	32.8
633CSI Coupe	103.5	193.8	67.9	53.7	3,350	35	41.7	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	12.7	6.1	3.25	M5	R	14	33.1
733i Sedan	110	197.4	70.9	56.3	3,440	36	42.1	59.1	59.7	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	22.5	12.7	6.1	3.25	M5	R	14	34.8
COLT (Plymouth and Dodge)																							
2-door 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	54.1	52.8	4	1.4/86	2V	8.8	64@5,000	78@3,000	10.6	4.8	3.6	3.17	M4	F	13	32.8
4-door 1.6L	93.7	161	62.6	50	1,951	36.8	40.6	54.1	52.8	4	1.6/97.5	2V	8.5	72@5,000	85@3,000	10.6	4.8	4.1	3.47	M 4x2	F	13	32.8
T Colt Hatch Turbo	90.6	156.9	62.4	50	1,865	36.8	40.6	54.1	52.8	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	10.6	4.8	4.1	3.47	M 4x2	F	13	32.8
Colt Vista	103.3	174.6	64.6	60	2,497	38.3	39.4	55.5	54.1	4	2.0/121.9	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M 4x2	F	13	34.8
Conquest Turbo	95.9	173.2	66.3	51.8	2,802	36.7	41.1	54.9	55	4	2.6/155.9	F.I.	7.0	145@5,500	185@2,500	19.8	8.7	4.3	3.55	M5	R	14	31.5
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	41
HONDA CRX	86.6	144.6	63.9	50.8	1,713	37.6	42.7	51.5	55.7	4	1.3/82	3V	9.3	60@5,500	73@3,500	10.8	4.7	4	3.72	M5	F	13	28.2
CRX 1.5	86.6	144.6	63.9	50.8	1,803	37.6	42.7	51.5	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	10.8	5.8	4	N.A.	M5	F	13	28.2
Civic S	93.7	150	64	52.6	1,907	37.6	43.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	11.9	5.8	4	N.A.	M5	F	13	29.5
Civic Sedan	96.5	163.4	64	54.5	1,940	38.1	40.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	12.1	5.8	4	N.A.	M5	F	13	30.2
Civic Wagon	96.5	157.1	63.9	58.3	2,015	N.A.	N.A.	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	83.9@3,500	12.1	5.8	4	N.A.	M5	F	13	30.2
Accord Hatchback	96.5	167.5	65.2	53.3	2,187	37.9	42.4	56.9	55.9	4	1.8/112	3V	8.8	86@5,800	98.6@3,500	15.8	6.3	4	4.07	M5	F	13	34.1
Accord Sedan	96.5	175.4	65.2	53.3	2,271	38.7	41.3	56.9	55.9	4	1.8/112	3V	8.8	86@5,800	98.6@3,500	15.8	6.3	4	4.07	M5	F	13	34.1
Prelude	96.5	169.1	66.9	51	2,266	37.3	33.9	57.9	57.9	4	1.8/112	2/3V	9.4	100@5,500	104@4,000	15.8	6.3	4	4.07	M5	F	13	32.5
ISUZU I-Mark Coupe	94.3	170.7	61.8	52.6	2,189	37	42	51.4	51.4	4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.7	7.1	5.7	3.31	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	170.7	61.8	53.5	2,335	37.9	42	51.4	51.4	4	1.8/110.9	F.I.	22	51@5,000	72@3,000	13.7	7.4	6	3.15	M4	R	13	30.1
Impulse	96	172.6	65.2	51.4	2,734	36.9	41.9	53.3	53.7	4	2.0/118.9	F.I.	9.2	90@5,000	108@3,000	15.1	6.7	5.3	3.91	M5	R	14	31.5
JAGUAR XJ6 Series III Sedan	113	199.6	69.8	54.2	4,066	38.1	39.3	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	23.6	9	8.75	2.88	A3	R	15	40
XJ-S Coupe	102	191.7	70.6	47.8	3,950	37	43.5	58.6	59.2	V-12	5.3/326	F.I.	11.5	262@5,000	290@3,000	24	21	11	2.88	A3	R	15	38.4
LOTUS Esprit S3	96	165	73	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12	5.5	4.38	M5	R	14	38
Turbo Esprit	96	165	73	44	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12	N.A.	4.38	M5	R	15	38
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11	3.54	A3	R	15	40
Biturbo	99	163.5	67.5	51.4	2,394	35.4	N.A.	55.9	56.3	V-6	2.0/121.8	2V	7.8	180@6,000	188@3,500	N.A.	N.A.	N.A.	3.73	M5	R	14	N.A.
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
RX-7	95.3	170.1	65.7	49.6	2,360	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
RX-7 GLS-SE	95.3	170.1	65.7	49.6	2,500	37.2	41.5	55.9	55.1	Rotary	1.3/80	F.I.	9.4	135@6,000	133@2,750	16.6	9.5	6.1	3.91	M5	R	13	31.5
626 Coupe	98.8	177.8	66.5	53.7	2,385	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Sedan	98.8	177.8	66.5	55.5	2,410	38.4	41.4	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Touring Sedan (5-dr.)	98.8	177.8	66.5	53.7	2,480	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
MERCEDES-BENZ 190 E	104.9	175	66.1	54.4	2,655	36.9	41.9	56.2	55.7	4	2.3/140.3	F.I.	8	113@5,000	133@3,500	14.5	9	4.8	3.23	M5	R	14	35
190 D	104.9	175	66.1	54.4	2,645	36.9	41.9	56.2	55.7	4	2.2/134.1	F.I.	22	72@4,200	96@2,800	14.5	9	6.3	3.42	M5	R	14	35
300 D Sedan (turbo)	110	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	37
300 CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	37.2	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	20.3	13.2	7.9	3.07	A4	R	14	39
300 TD Wagon (turbo)	110	190.9	70.3	58.7	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	18.5	13.2	7.9	3.07	A4	R	14	37
380 SE	115.6	202.6	71.7	56.5	3,685	37.2	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	39
380 SL Coupe/Roadster	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
500 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8	184@4,500	247@2,000	23.8	13.2	8.5	2.47	A4	R	14	34.4
500 SEC Coupe	112.2	199.2	72	55.4	3,760	37.8	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8	184@4,500	247@2,000	22.4	13.2	8.5	2.47	A4	R	14	38.1
MITSUBISHI Tredia Sedan	96.3	172.4	65	53.7	2,205	38	41	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Cordia 2-dr. Hatchback	96.3	173	65.2	51.6	2,182	36.8	41.3	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Starion	95.9	173.2	66.3	51.8	2,820	36.7	41	54.9	55.1	4	2.6/155.9	F.I.	7	145@5,000	185@2,500	19.8	9.7	4.5	3.55	M5	R	14	31.5
NISSAN—Sentra 2-dr. (diesel)	94.5	167.3	63.8	54.5	1,870	N.A.	N.A.	54.9	54.1	4	1.7/102.6	F.I.	21.4	55@2,800	75@2,800	10.5	10.5	5.5	3.55	M4	F	13	29.5
Sentra 4-dr. Sedan	94.5	167.3	63.8	54.5	1,855	38.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.8	53.5	1,915	37.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5

Import 1984 model passenger-car specifications

As of April 1, 1984

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
Sentra Wagon	94.5	172.8	63.8	53.5	1,955	37.6	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Pulsar NX	95	162.4	63.8	54.1	1,907	N.A.	N.A.	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.1	3.79	M5	F	13	30.2
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,190	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,215	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Sedan	97.2	173.4	65.6	54.7	2,325	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	103.4	183.3	65.2	54.5	2,880	N.A.	N.A.	54.7	53.9	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	16.4	11.6	5.3	3.55	M5	R	14	37.7
Maxima Wagon (diesel)	103.4	186.8	64.6	55.7	3,095	N.A.	N.A.	54.3	53.5	6	2.8/170	F.I.	22.7	80@4,600	120@2,400	15.9	11	6.6	3.55	M5	R	14	37.7
200 SX Notchback	95.5	174.4	65.4	52.4	2,370	38.1	45.7	54.3	53.5	4	2.0/120.4	F.I.	8.5	102@5,200	116@3,200	14.5	7.8	4.1	3.70	M5	R	14	32.2
200 SX Hatchback Turbo	95.5	174.4	65.4	52.4	2,680	38.1	45.7	54.3	56.1	4	1.8/109.5	F.I.	8	120@5,200	134@3,200	14.5	9.1	4	3.90	M5	R	15	32.2
300 ZX	91.3	170.7	67.9	51	2,888	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	9	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	32.2
300 ZX 2+2	99.2	178.5	67.9	51.6	2,974	37.1	43.6	55.7	56.5	6	3.0/180.6	F.I.	9	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	34.8
380 ZX Turbo	91.3	170.7	67.9	51	2,992	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	7.8	200@5,200	227@3,600	18.5	11.1	4.3	3.55	M5	R	15	32.2
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	97@5,000	116@3,500	18	7.5	4.2	3.58	M5	R	14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	18	10.6	5.3	3.7	M4	R	14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	14	35
505 Station Wagon	114.2	198.9	68.4	61.1	3,230	34.8	41.0	58.3	57.1	4	2.0/120.3	F.I.	8.35	97@5,000	116@3,500	18	8.9	4.3	3.88	M5	R	14	37.4
604 Turbodiesel Sedan	110.2	192.3	69.7	56.3	3,500	N.A.	N.A.	58.7	56.3	4	2.3/140.6	F.I.	21	80@4,150	133.4@2,000	18	10.6	5.7	3.08	M5	R	15	37.8
PININFARINA Azzurra	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8	5.2	3.9	M5	R	14	34
PORSCHE 944	94.5	170	68.3	50.2	2,778	N.A.	N.A.	58.2	57.1	4	2.5/151	F.I.	9.5	143@5,500	137@3,000	16.4	9	5.3	3.89	M5	R	15	31.2
928S	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	61.8	V-8	4.6/285	F.I.	9.3	234@5,250	263@4,000	22.7	16	7.9	2.27	M5	R	16	31.5
911 Carrera	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.2/193.2	F.I.	9.5	200@5,900	185@4,800	21	—	13.7	3.88	M5	R	15	34
RENAULT 18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	2.2/132	F.I.	8.7	91@4,000	123@2,500	15	N.A.	4.5	3.10	M5	F	13	33.8
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53	4	1.6/101	F.I.	8	107@5,500	120@2,500	14.8	N.A.	4.6	3.78	M5	F	13	33.8
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Silver Spur	124	211.8	74	58.5	5,040	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36	37	57.5	57.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	26	17.3	8.8	3.07	A3	R	15	37
Camargue	120.1	207.5	75.5	58.2	5,194	36	39.5	60	59.6	V-8	6.8/412	F.I.	8	N.A.	N.A.	28	17.3	8.8	3.07	A3	R	15	37
SAAB 900 Sedan	99.1	187.6	66.5	55.9	2,640	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	16.6	10.5	4	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.1	187.6	66.5	55.9	2,612	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	8.5	135@4,800	172@3,500	16.6	10.5	4.5	3.67	M5	F	15	34.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,130	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,190	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop DL	96.9	167.3	62.4	53.1	2,110	37.7	39.3	52.8	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop GL Turbo	96.7	167.9	63.8	55.1	2,445	37.7	39.3	53.1	53.9	H04	1.8/109	F.I.	7.7	95@4,800	123@2,000	14.5	5.8	4.2	3.5/3.7	A3	2/4	13	31.6
Hatchback GL	93.7	157.9	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	13.2	5.6	3.8	3.7	M5	F	13	30.7
Hatchback GL 4WD	93.3	156.7	63.8	55.7	2,235	38.2	39.3	52.6	53.9	H04	1.8/109	2V	8.7	73@4,400	94@2,400	11.9	5.6	3.8	3.69	M4	4	13	30.7
Wagon GL	96.7	169.3	63.6	54.7	2,310	38.2	39.3	52.5	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,365	38.2	39.3	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT DL 4WD	96.3	169.3	64.4	56.5	2,175	37.6	38.7	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT GL Turbo	96.7	174.2	64.4	56.3	2,405	38.7	39.9	53.1	53.9	H04	1.8/109	F.I.	7.7	95@4,800	123@2,000	14.5	5.8	4.2	3.5/3.7	A3	4	13	31.6
TOYOTA Tercel 3-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.15	M4	F	13	31.8
Tercel 5-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.58	M5	F	13	31.8
Tercel Wagon 4WD	95.7	169.7	63.6	59	2,280	40.2	42.1	54.3	53.1	4	1.5/88.6	2V	9	62@4,800	76@2,800	13.2	5.6	3.9	3.73	M6	4	13	31.8
Corolla Sedan Diesel	95.7	166.3	64.4	53	2,112	38.3	42.4	56.1	55.3	4	1.8/112.2	F.I.	27.5	56@4,500	76@3,000	13.2	7.5	3.7	3.72	M5	F	13	33.5
Corolla 5-dr. Liftback	95.7	166.3	64.4	52.8	2,110	37.9	42.4	56.1	55.3	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.74	M5	F	13	33.5
Corolla 2-dr. S/C	94.5	168.7	64	52.6	2,169	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Corolla 3-dr. S/L/B	94.5	168.7	64	52.6	2,205	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Camry 4-dr. Sedan	102.4	175.6	66.5	54.9	2,326	38.8	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Camry 5-dr. Liftback	102.4	175.6	66.5	54.9	2,458	37.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Celica ST Sport Coupe	98.4	176.2	65.5	52	2,496	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.5	52	2,566	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica Supra	103	183.5	67.7	52	2,970	37.4	43	57.9	56.7	6	2.8/168.4	F.I.	8.8	150@5,000	159@4,400	16.1	8.5	6	4.1	M5	R	14	35.4
Cressida Sedan	104.1	186.2	66.5	54.3	3,020	38.3	42.7	54.7	54.9	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
Cressida Wagon	104.1	186.6	66.5	55.5	3,007	37.9	42.7	54.7	54.5	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
VOLKSWAGEN Rabbit Convertible	94.5	155.3	63.4	55.6	2,214	N.A.	41.8	54.7	53.1	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.94	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,181	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.94	M5	F	13	31.2
Jetta (turbo-diesel)	94.5	167.8	63.4	55.5	2,026	N.A.	N.A.	54.7	53.1	4	1.6/97	F.I.	23	68@4,500	98@2,800	10.6	7.3	4.7	3.89	M5	F	13	31.2
Quantum Coupe	100.4	178.1	66.9	55.1	2,422	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Sedan GL5	100.4	180.2	66.9	55.1	2,554	N.A.	N.A.	55.7	56	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.5	5.3	4.11	A3	F	13	31.5
Quantum Wagon (turbo-diesel)	100.4	183.1	66.9	55.1	2,601	N.A.	N.A.	55.7	56	4	1.6/97	F.I.	23	68@4,500	98@2,800	15.8	6.5	4.7	4.11	M5	F	13	31.5
VOLVO DL Sedan	104.3	188.8	67.3	56.2	2,919	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.5	111@5,400	136@2,750	15.8	11.5	4	3.31	M5	R	14	32.2
GL Wagon (diesel)	104.3	188.5	67.3	57.5	3,188	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	80@4,800	103@2,800	15.8	10	7.4	3.54	M5	R	14	32.2
Turbo 2-door	104.3	188.5	67.3	57.5	2,999	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	162@5,100	181@3,900	15.8	11.5	4.7	3.73	M5	R	15	32.2
760 GLE Turbo	109.1	188.4	68.9	55.5	3,038	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.3	157@5,300	184@2,900	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan	109.1	188.4	68.9	55.5	2,979	38.2	40.5	57.5	57.5	V-6	2.8/173	F.I.	8.8	134@5,500	159@2,750	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan (turbo-diesel)	109.1	188.4	68.9	55.5	3,221	38.2	40.5	57.5	57.5	6	2.4/145	F.I.	23	106@4,800	140@2,400	21.6	11.5	7.4	3.54	M5	R	15	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
N.A.—Information not available.
F.I.—Fuel injection.
H.O.—Horizontally opposed.

Import 1984 model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Available Engines
DATSUN—Pickup	101.4	110.8	172.8	187	63.4	62	3,700 - 4,330	1,000 - 2,050	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
King Cab Pickup	110.8	—	187	—	63.4	61.2	4,330 - 4,660	1,460 -	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
DODGE—Ram 50	109.4	—	184.6	—	65	60.6	4,045 - 4,130	1,520 - 1,630	14	15.1	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
ISUZU—P'up	104.3	117.9	174.4	191.5	63	59.3	3,715 - 4,398	1,100 - 1,689	14	13.2	4	2.0/118	2V	82	X	2.2/136.5 (diesel)
Trooper	104.3	—	174.2	—	65	70.1	4,300 -	1,222 -	15	13.2	4	2.0/118.9	2V	82	X	None
MAZDA—B2000	107	113	180	191	63	61	3,925 - 4,215	1,400 -	14	14.8	4	2.0/120	2V	77		2.2/134.8 (diesel)
MITSUBISHI—Pickup	109.4	—	184.4	—	65	59.8	3,589 - 4,545	1,150 - 1,640	15	15	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	74	4,210 -	1,050 -	15	15.9	4	2.6/155	2V	105	X	None
TOYOTA—Pickup	101.8	110.2	171.1	186.2	63.4	58.9	4,250 - 4,650	1,400 - 1,800	14	13.5	4	2.4/144	2V	100	X	2.2/133.5 (diesel)
Van Wagon	88	—	175.4	—	65.7	70.1	4,500 -	1,500 -	14	15.9	4	2.0/122	F.I.	90		None
Cargo Van	88	—	175.4	—	65.7	70.1	4,480 - 4,520	1,660 - 1,680	14	15.9	4	2.0/122	F.I.	90		None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,093 -	1,797 -	14	15.9	4	2.0/117	F.I.	82		None

Import truck share drops

But Japanese sales hit all-time high

Imported compact trucks have suffered a dramatic decline in market share in the U. S. since the introduction of the domestic vehicles, but sales of Japanese-built trucks still hit an all-time high in 1983 and further gains are expected this year.

In the big-truck market, two Japanese makes became available for the first time in the U. S. and more are expected. Distributors of European models which have been in the domestic market for some time also look for increased sales in 1984.

U. S. dealers retailed a record 420,085 compact Japanese trucks last year, a 34.5 percent gain over the previous high of 312,309 units set in 1982. The total in 1984 will top 500,000 in the opinion of Duane Bowen, marketing vice president, Mazda Motors of America (Central), Inc.

In spite of the compact imports' record sales in the last two years, however, their share of the small-truck market in the U. S. has plunged from almost 100 percent of the total before Ford and General Motors introduced their domestic models to 38.3 percent of the 1,096,621 units retailed in 1983.

Hino and Isuzu medium diesels are Japanese trucks now offered in the U. S. Nissan Diesel Motor Co. Ltd., Japan, is planning to import and sell medium trucks here in 1985, and there are reports that Mitsubishi, another Japanese producer, is taking a close look at the U. S. market.

European mid-range diesels—Mercedes-Benz, Volvo, IVECO/Magirus and the Mack Mid-Liner by Renault — have been on the scene since the 1970s.

Hino trucks are shipped in knocked-down kits to the U. S. and assembly is completed in a Jacksonville (Fla.) plant operated by Hino America Distributors, Inc.

The Isuzu low-cab forward models provide Chevrolet and GMC dealers with a vehicle in a market segment where there has been no GM representation. The trucks, which are imported completely assembled, are sold and serviced as the Chevrolet Tiltmaster and GMC Forward through an initial network of about 250 dealerships.

Nissan Diesel plans to set up a company incorporated in Delaware which will be independent of Nissan's other U. S. operations — Nissan Motor Mfg. Corp., USA, which builds compact pickups in Smyrna, Tenn., and Nissan Motor Corp., USA, which markets the small trucks and cars in the U. S.

The "old man" in the imported big-truck field is Mercedes-Benz, which has been around since the late 1960s. It made little significant progress, however, until the oil crisis of the early 1970s which triggered a steady switch from gasoline power in medium trucks to diesel, the only Mercedes-Benz powerplant.

M-B's 1984 objective is 4,100 deliveries. In 1983, Mercedes-Benz dealers retailed 3,101 units.

Trucks produced by IVECO, a European subsidiary of Fiat of Italy, have been in the U. S. truck market since the late 1970s. Initially, the Netherlands-based company—through its U. S. subsidiary, IVECO Trucks of North America, Inc. — sold only Classes 6 and 7 vehicles carrying the Magirus nameplate.

Sales of the Renault-built Classes 6 and 7 Mack Mid-Liner mid-range diesels rose 17 percent in 1983 to 3,487 units, and similar gains are anticipated for 1984.

A number of new models have been added by distributors of Japanese compact trucks in their bids to boost retail sales and market shares in 1984.

Four new models have been added to the 1984 Nissan line, which has been upgraded in styling, function and performance. They are a long-bed standard truck, a King Cab standard pickup and a pair of long-bed Sports Trucks (4x2 and 4x4). There are now 20 models.

Nissan dealers retailed a record 137,355 trucks during 1983, and an increase of almost 10 percent to 150,000 is projected in 1984.

Toyota dealers sold a record 171,052 small trucks in the U. S. in 1983, highest for any imported truck and topped only by the Chevrolet and Ford compact entries.

The distributor, Toyota Motor Sales, U.S.A., Inc., expects sales in 1984 to rise 17 percent to approximately 200,000 units.

Mazda's 1984 objective is 90,000 sales, up 18 percent over last year's 76,150 units. Sales of Mazda's compact pickup have been growing steadily since 1980, when only 8,775 were retailed.

Isuzu compacts have been in the U. S. market only since 1981, but they, too, have made steady gains. In 1983, dealers sold 26,211 units, up 48 percent over the year-earlier 17,669. With new entries due in 1984, further sales gains are anticipated. New entries in 1984 include the Trooper II sports/utility four-wheel-drive vehicle available in the spring.

Top to bottom: Nissan regular-bed pickup; Dodge Ram 50 pickup; Isuzu P'up pickup.

Top to bottom: Mazda B2000 pickup; Mitsubishi Montero; Toyota long-bed pickup.

1984 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
AMERICAN MOTORS-RENAULT**	6	7	0	2	15	(16)
AMC Concord	0	0	0	0	0	(3)
AMC Eagle	1	0	0	2	3	(3)
AMC Eagle SX-4	0	0	0	0	0	(2)
AMC Spirit	0	0	0	0	0	(2)
Renault Alliance	3	3	0	0	6	(6)
Renault Encore	2	4	0	0	6	(0)
CHRYSLER CORP.	20	15	5	5	45	(43)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E Class	2	0	0	0	2	(2)
Executive Sedan/Limousine	2	0	0	0	2	(2)
Cordoba	0	0	0	0	0	(1)
Laser	0	2	0	0	2	(0)
LeBaron	1	1	3	1	6	(6)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	2	0	0	2	(0)
Dodge 400	0	0	0	0	0	(3)
Dodge 600	2	1	2	0	5	(2)
Mirada	0	0	0	0	0	(1)
Omni	3	0	0	0	3	(2)
Imperial	0	0	0	0	0	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(2)
Reliant	2	2	0	2	6	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	26	42	3	11	82	(93)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fairmont Futura	0	0	0	0	0	(3)
LTD (Int.)	2	0	0	1	3	(3)
Mustang	0	7	3	0	10	(8)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Continental Mark VII/VI	0	4	0	0	4	(7)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	3	0	0	3	(5)
Cougar	0	3	0	0	3	(2)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Marquis (Int.)	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
GENERAL MOTORS	60	74	4	19	157	(137)
Buick LeSabre	2	2	0	0	4	(5)
Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Century	3	3	0	2	8	(6)
Regal	2	3	0	0	5	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	3	0	0	5	(5)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(8)
Celebrity	1	1	0	2	4	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Malibu	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(1)
Oldsmobile 88	2	2	0	1	5	(6)
Olds 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Olds 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Firenza	2	2	0	2	6	(6)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	3	0	0	3	(0)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	2	3	0	0	5	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Pontiac 6000	3	2	0	2	7	(5)
VOLKSWAGEN**	2	2	0	0	4	(7)
Rabbit	2	2	0	0	4	(7)
HONDA**	2	0	0	0	2	(0)
Accord	2	0	0	0	2	(0)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault, Volkswagen and Honda totals include only U. S.-built models.

1984 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1984 Totals	(Final 1983 Totals)
SUBCOMPACTS**	25	37	0	5	67	(64)
Accord (Honda)	2	0	0	0	2	(2)
Alliance	3	3	0	0	6	(6)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Daytona	0	2	0	0	2	(0)
Eagle SX-4	0	0	0	0	0	(2)
Encore	2	4	0	0	6	(0)
Escort	4	5	0	3	12	(10)
EXP	0	3	0	0	3	(5)
Fiero	0	3	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(0)
LN7	0	0	0	0	0	(4)
Lynx	4	5	0	2	11	(11)
Omni	3	0	0	0	3	(2)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	2	2	0	0	4	(7)
Spirit	0	0	0	0	0	(2)
Turismo	0	2	0	0	2	(2)
COMPACTS	20	38	8	13	79	(88)
Aries	2	2	0	2	6	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	3	0	0	3	(5)
Cavalier	2	2	1	2	7	(8)
Cimarron	1	0	0	0	1	(1)
Dodge 400	0	0	0	0	0	(3)
Fairmont Futura	0	0	0	0	0	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	7	3	0	10	(8)
Pontiac 2000 Sunbird	3	5	1	2	11	(9)
Reliant	2	2	0	2	6	(6)
Skyhawk	2	3	0	2	7	(7)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
Zephyr	0	0	0	0	0	(4)
INTERMEDIATES	32	37	2	12	83	(78)
Bonneville	3	0	0	0	3	(3)
Celebirty	1	1	0	2	4	(2)
Century	3	3	0	2	8	(6)
Citation	1	2	0	0	3	(3)
Concord	0	0	0	0	0	(3)
Cougar	0	3	0	0	3	(2)
Cutlass Ciera	2	2	0	1	5	(4)
Cutlass Supreme	2	3	0	0	5	(6)
Dodge 600	2	1	2	0	5	(2)
Eagle	1	0	0	2	3	(3)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(3)
Malibu	0	0	0	0	0	(2)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E Class	2	0	0	0	2	(1)
Omega	2	2	0	0	4	(4)
Phoenix	2	3	0	0	5	(6)
Pontiac 6000	3	2	0	2	7	(5)
Regal	2	3	0	0	5	(6)
Skylark	2	3	0	0	5	(5)
Thunderbird	0	4	0	0	4	(3)
STANDARD SIZE	14	8	0	6	28	(30)
Buick LeSabre	2	2	0	0	4	(5)
Chevrolet Impala-Caprice	2	1	0	1	4	(3)
Chrysler Cordoba	0	0	0	0	0	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Dodge Mirada	0	0	0	0	0	(1)
Ford LTD Crown Victoria	1	1	0	2	4	(3)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile 88	2	2	0	1	5	(6)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisenne	2	0	0	1	3	(3)
LUXURY	25	20	2	1	48	(38)
Buick Electra (Rear-wheel-drive)	2	2	0	1	5	(5)
Buick Electra (Front-wheel-drive)	3	3	0	0	6	(0)
Cadillac (Rear-wheel-drive)	4	2	0	0	6	(6)
Cadillac (Front-wheel-drive)	2	1	0	0	3	(0)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(3)
Continental Mark VII	0	4	0	0	4	(7)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(1)
Imperial	0	0	0	0	0	(1)
Lincoln	3	0	0	0	3	(3)
Oldsmobile 98 (Rear-wheel-drive)	2	1	0	0	3	(3)
Oldsmobile 98 (Front-wheel-drive)	2	2	0	0	4	(0)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1984 TOTALS	116	140	12	37	305	
1983 TOTALS (end of model year)	115	137	9	37		(298)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—In the subcompact listing, totals for Honda Accord, Renault Alliance and Encore and Volkswagen Rabbit include only U.S.-built models.

Prices

‘Modest’ price increases on domestic makes

The domestic auto makers entered 1983 looking for signs of an upturn in sales after three long years of recession. The Big Four, led by General Motors Corp., the industry pricing leader, set out on a course to hold the line on retail sticker prices.

Price increases were fewer and far between in 1983 than in previous years when “sticker shock” prevailed. In spring, Chrysler Corp. even lowered the base sticker price on some models, mostly convertibles. Chrysler executives labeled the cut a savings in production efficiencies that they decided to pass on directly to the consumer.

At the start of the 1984 model year, General Motors announced an average price increase of $232, up 2 percent, on passenger cars. Following, Ford Motor Co. reported an increase of $254, up 2.3 percent on the average equipped car.

Both increases were considered rather modest compared to introductory day prices of 1982 and 1983 models. Both General Motors and Ford utilized a new method of adjusting prices of the 1983 models to reflect equipment additions or deletions on the new 1984 models.

Also at the start of 1984 General Motors factored in an item it called “product improvement” through which it gives itself price credit for such things as improved corrosion resistance across the board and all-weather steel-belted radial tires.

Since more equipment is added than deleted as a general rule, a straight sticker-to-sticker comparison would show a greater increase than the one reported by the manufacturer. Example: The sticker on an Oldsmobile Cutlass Ciera Brougham four-door sedan rose $335 for ’84. GM said the increase was $142 after equipment adjustments.

American Motors posted its 1984 model prices with an average boost of $232, or 2.5 percent, on Renault Alliance and AMC Eagle cars. Chrysler Corp. set opening day stickers with an increase averaging $191 or 1.9 percent on its full range of 1984 autos. Following the lead of GM and Ford, AMC and Chrysler factored in comparable equipment on the new models.

Chrysler Corp. increased destination charges an average of $28 per car while General Motors and Ford made no change in those fees. Destination charges on Chrysler models range from $308 to $475 on domestic cars. Destination charges are not included in the manufacturers suggested retail price but they are an important part of the cost to the dealer and the price to the customer.

Chrysler Corp. also changed the dealer discount on some cars, improving the dealers’ profit potential. From the customers’ standpoint the discount revisions mitigate some of the 1984 price hike on Chrysler models because dealers are able to slice a few extra dollars off stickers in writing deals.

While the Big Four auto makers attempted to hold the line on prices, they did take advantage of increasing consumer demand for big cars. While the price increases cited are an average, it was the full-size models that received the biggest bumps at the start of the 1984 model year. The compact and subcompact models received increases less than the average.

AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340
1981	$8,850
1982	$9,910
1983	$10,725

SOURCE: NADA

COMPARING PRICES: 1984 vs. 1983

SUBCOMPACTS

	April 1 1984	Final Price, 1983 Model
Chevette Scooter 2-dr.	$ 4,990	$ 4,997
Chevette Scooter 4-dr.	5,326	5,333
Chevette CS 2-dr.	5,482	5,469
Pontiac 1000 2-dr.	5,614	5,582
Escort 2-dr.	5,620	....
Chevette CS 4-dr.	5,629	5,616
Lynx 2-dr.	5,750	....
Encore 2-dr.	5,755	....
Pontiac 1000 4-dr.	5,817	5,785
Omni 4-dr.	5,822	5,841
Horizon 4-dr.	5,822	5,841
Escort 4-dr.	5,827	....
Escort 2-dr.	5,876	5,639
Lynx 4-dr.	5,957	....
Alliance 2-dr.	5,959	5,695
Lynx L 2-dr.	6,011	5,751
Escort L 4-dr.	6,091	5,846
Omni SE 4-dr.	6,140	6,071
Horizon SE 4-dr.	6,140	6,071
Lynx L 4-dr.	6,225	5,958
Escort L wagon	6,305	6,052
Encore S 2-dr.	6,365	....
Rabbit L 2-dr.	6,390	6,290
Lynx L wagon	6,440	6,196
Alliance L 2-dr.	6,465	6,220
Charger 2-dr.	6,486	6,379
Turismo 2-dr.	6,486	6,379
Rabbit L 4-dr.	6,600	6,500
Encore S 4-dr.	6,615	....
EXP 2-dr.	6,645	6,426
Alliance L 4-dr.	6,715	6,470
Rabbit GL 4-dr.	7,130	7,700
Fiero 2-dr.	7,990	....
Daytona 2-dr.	8,298	....
Rabbit GTI 2-dr.	8,350	7,990
Fiero Sport Coupe	8,490	....
Accord 4-dr.	8,541	8,345
Laser 2-dr.	8,638	....

COMPACTS

(2-Door Models, unless otherwise noted)

	April 1 1984	Final Price, 1983 Model
Cavalier 4	$ 6,469	$ 5,888
2000 Sunbird 4	6,667	6,499
Aries 4	6,829	6,577
Reliant 4	6,829	6,577
Tempo 4	6,928	6,840
Mustang 4	7,089	6,727
Skyhawk 4	7,133	6,958
Firenza 4	7,206	7,007
Topaz 4	7,469	7,355
Capri 4	7,749	7,156
Camaro 4	7,985	8,036
Firebird 4	8,339	8,399
LeBaron 4	8,775	8,514
Eagle 4 (4-dr.)	9,495	9,162
Cimarron 4 (4-dr.)	12,605	12,215

COMPACT WAGONS

(4-Door Models)

	April 1 1984	Final Price, 1983 Model
Cavalier 4	$ 6,367	$ 6,141
2000 Sunbird 4	7,107	6,926
Firenza 4	7,513	7,314
Skyhawk 4	7,677	7,492
Aries 4	7,728	7,636
Reliant 4	7,728	7,636
LeBaron Town & Country 4	10,119	9,731
Eagle 4	10,225	9,882

INTERMEDIATES

(2-Door Models, unless otherwise noted)

	April 1 1984	Final Price, 1983 Model
Citation 4	$ 6,436	$ 6,333
Phoenix 4	7,081	6,942
Skylark 4	7,545	7,548
Omega 4	7,625	7,478
Celebrity 4	7,702	8,059
Dodge 600 4	8,368	8,014
LTD 4 (4-dr.)	8,596	7,777
Pontiac 6000 4	8,690	8,399
Marquis 4 (4-dr.)	8,718	7,893
Monte Carlo V-6	8,926	8,637
Cutlass Ciera 4	9,005	8,703
Century 4	9,110	8,841
Bonneville V-6 (4-dr.)	9,121	8,984
Grand Prix V-6	9,135	8,783

Continued on Page 60

RETAIL PRICES, U. S. 1984 MODELS

This table shows 1984 domestic prices in effect April 1, 1984, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option.

Copyright, 1984, Automotive News

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Eagle DL 4	$ 9,695				$10,425	$452	Std.	Std.	$ 86	$750
Eagle Limited 4					10,895	452	Std.	Std.	86	750
Renault Alliance and Encore (See Renault)										
BUICK—Skyhawk Custom 4	7,345	$7,133			7,677	395	$204	Std.	Std.	630
Skyhawk Limited 4	7,837	7,641			8,127	395	204	Std.	Std.	630
Skyhawk T Type 4		8,152				320	204	Std.	Std.	630
Skylark 4	7,707	7,545				425	Std.	Std.	Std.	730
Skylark Limited 4	8,283	8,119				425	Std.	Std.	Std.	730
Skylark T Type V-6		9,557				425	Std.	Std.	Std.	730
Century Custom 4	9,274	9,110			9,660	Std.	Std.	Std.	Std.	730
Century Limited 4	9,729	9,562			10,087	Std.	Std.	Std.	Std.	730
Century T Type V-6	10,674	10,510				Std.	Std.	Std.	Std.	730
Regal V-6	9,671	9,487				Std.	Std.	Std.	112	730
Regal Limited V-6	10,263	10,125				Std.	Std.	Std.	112	730
Regal T Type V-6		12,118				Std.	Std.	Std.	112	Std.
LeSabre Custom V-6	10,129	9,984				Std.	Std.	Std.	112	730
LeSabre Limited V-6	10,940	10,780				Std.	Std.	Std.	112	730
Electra Limited V-6	13,332	13,155				Std.	Std.	Std.	238	Std.
Electra Park Avenue V-6	15,044	14,888				Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8					14,483	Std.	Std.	Std.	238	Std.
Electra 300 V-6 (FWD)	13,850	13,673				Std.	Std.	Std.	Std.	Std.
Electra T Type V-6 (FWD)	15,053	14,876				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6 (FWD)	15,752	15,596				Std.	Std.	Std.	Std.	Std.
Riviera V-6		17,050				Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		15,967		$25,832		Std.	Std.	Std.	Std.	Std.
CADILLAC—Cimarron 4	12,605					320	Std.	Std.	Std.	Std.
DeVille V-8	17,613	17,128				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	20,439	19,930				Std.	Std.	Std.	Std.	Std.
DeVille V-8 (FWD)	17,957	17,472				Std.	Std.	Std.	Std.	Std.
Fleetwood V-8 (FWD)	20,402					Std.	Std.	Std.	Std.	Std.
Eldorado V-8		20,330		31,274		Std.	Std.	Std.	Std.	Std.
Seville V-8	22,456					Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	30,439					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	31,497					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette 4	5,326		$4,990			395	204	$ 95	83	630
Chevette CS 4	5,629		5,482			395	204	95	Std.	630
Cavalier 4	6,214				6,367	395	204	Std.	112	630
Cavalier Convertible 4				11,291		395	Std.	Std.	Std.	630
Cavalier Type 10 4		6,469	6,646			395	204	Std.	Std.	630
Cavalier CS 4	6,658				6,813	395	204	Std.	Std.	630
Citation II Notchback 4		6,436				425	215	100	83	730
Citation II 4	7,037		6,891			425	215	100	Std.	730
Camaro 4		7,985				525	Std.	Std.	112	730
Camaro Berlinetta V-6		10,885				295	Std.	Std.	Std.	730
Camaro Z-28 V-8		10,608				295	Std.	Std.	112	730
Celebrity 4	7,881	7,702				425	Std.	100	Std.	730
Celebrity 2-seat wagon 4					8,205	425	Std.	Std.	Std.	730
Celebrity 3-seat wagon 4					8,420	425	Std.	Std.	Std.	730
Monte Carlo V-6		8,926				Std.	Std.	Std.	112	730
Monte Carlo SS V-6		10,688				Std.	Std.	Std.	112	730
Impala V-6	8,884					Std.	Std.	Std.	112	730
Caprice Classic V-6	9,388	9,242				Std.	Std.	Std.	112	730
Caprice Classic 3-seat wgn. V-8					10,198	Std.	Std.	Std.	112	730
Corvette V-8		23,346				Std.	Std.	Std.	Std.	Std.
CHRYSLER—LeBaron 4		8,775				439	Std.	Std.	Std.	737
LeBaron Sedan 4	9,059					Std.	Std.	Std.	Std.	737
LeBaron Town & Country 4					10,119	Std.	Std.	Std.	Std.	737
LeBaron Convertible 4				11,587		Std.	Std.	Std.	Std.	737
LeBaron Mark Cross 4				15,487		Std.	Std.	Std.	Std.	Std.
LeBaron Town & Country Conv. 4				16,487		Std.	Std.	Std.	Std.	Std.
Laser 4			8,638			439	Std.	Std.	Std.	737
Laser XE 4			10,536			439	Std.	Std.	Std.	737
E Class 4	9,557					Std.	Std.	Std.	Std.	737
New Yorker 4	12,442					Std.	Std.	Std.	Std.	737
Fifth Avenue V-8	13,978					Std.	Std.	Std.	Std.	Std.
Executive Sedan 4	18,967					Std.	Std.	Std.	Std.	Std.
Limousine 4	21,967					Std.	Std.	Std.	Std.	Std.
DODGE—Omni 4	5,822					439	219	Std.	113	643
Omni SE 4	6,140					439	219	Std.	Std.	643
Omni GLH 4	7,350					439	Std.	Std.	Std.	643
Charger 4			6,486			439	219	Std.	113	643
Charger 2.2 4			7,280			439	219	Std.	Std.	643
Shelby Charger 4			8,533			439	Std.	Std.	Std.	643
Aries 4	6,941	6,829				439	219	Std.	113	737
Aries Custom 4					7,728	439	219	Std.	Std.	737
Aries Special Edition 4	7,581	7,455				439	219	Std.	Std.	737
Aries SE Wagon 4					8,187	439	Std.	Std.	Std.	737

Continued on Page 60

RETAIL PRICES, U. S. 1984 MODELS

Continued from Page 59

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Dodge 600 4		8,368				439	Std.	Std.	Std.	737
Dodge 600 Sedan 4	8,895					Std.	Std.	Std.	Std.	737
Dodge 600 Convertible 4				10,587		Std.	219	Std.	Std.	737
Dodge 600-ES 4	9,517					439	Std.	Std.	Std.	737
Dodge 600-ES Turbo Conv. 4				12,985		Std.	Std.	Std.	Std.	737
Daytona 4			8,298			439	Std.	Std.	Std.	737
Daytona Turbo 4			10,217			439	Std.	Std.	Std.	737
Diplomat Salon V-8	9,169					Std.	Std.	Std.	Std.	792
Diplomat SE V-8	10,165					Std.	Std.	Std.	Std.	792
FORD—Escort 4	5,827		5,620			N.A.	N.A.	95	39	N.A.
Escort L 4	6,091		5,876			439	215	95	39	643
Escort L Wagon 4					6,305	439	215	Std.	39	643
Escort GL 4	6,588		6,374			439	215	95	Std.	643
Escort GL Wagon 4					6,765	439	215	Std.	Std.	643
Escort LX 4	7,840				7,931	363	215	Std.	Std.	643
Escort GT 4			7,585			363	215	Std.	Std.	643
Escort Turbo GT 4			8,680			363	Std.	Std.	Std.	643
EXP 4			6,645			363	215	Std.	Std.	643
EXP Luxury Coupe 4			7,531			363	215	Std.	Std.	643
EXP Turbo Coupe 4			9,934			363	215	Std.	Std.	643
Mustang L 4		7,089	7,260			439	202	93	Std.	743
Mustang LX 4		7,281	7,487			439	202	93	Std.	743
Mustang LX Convertible V-6					11,840	Std.	202	Std.	Std.	743
Mustang GT V-8			9,774	13,247		439	Std.	Std.	Std.	743
Mustang Turbo GT 4			9,958	13,441		439	Std.	Std.	Std.	743
Mustang SVO 4			15,585			439	Std.	Std.	Std.	743
Tempo L 4	6,928	6,928				439	223	Std.	Std.	N.A.
Tempo GL 4	7,151	7,151				439	223	Std.	Std.	743
Tempo GLX 4	7,613	7,613				439	223	Std.	Std.	743
LTD 4	8,596					Std.	Std.	Std.	Std.	743
LTD Wagon V-6					9,093	Std.	Std.	Std.	Std.	743
LTD Brougham 4	8,984					Std.	Std.	Std.	Std.	743
Thunderbird V-6	9,623					Std.	Std.	Std.	Std.	743
Thunderbird Turbo Coupe 4	12,354					315	Std.	Std.	Std.	743
Thunderbird Elan V-6	12,651					Std.	Std.	Std.	Std.	743
Thunderbird Fila V-6	14,046					Std.	Std.	Std.	Std.	743
LTD Crown Victoria V-8	10,943	10,943			10,849	Std.	Std.	Std.	Std.	743
LTD Country Squire V-8					11,099	Std.	Std.	Std.	Std.	743
HONDA—(U.S.-built models)										
Accord	8,541					350	Std.	Std.	*60	*580
Accord LX	9,941					350	Std.	Std.	Std.	Std.
*—Price does not include dealer installation fee.										
LINCOLN—Town Car V-8	18,059					Std.	Std.	Std.	Std.	Std.
Lincoln Signature V-8	20,028					Std.	Std.	Std.	Std.	Std.
Lincoln Cartier V-8	21,694					Std.	Std.	Std.	Std.	Std.
Continental Mark VII V-8		21,695				Std.	Std.	Std.	Std.	Std.
Continental Mk. VII Bill Blass V-8		24,795				Std.	Std.	Std.	Std.	Std.
Continental Mark VII Versace V-8		24,394				Std.	Std.	Std.	Std.	Std.
Continental Mark VII LSC V-8		23,694				Std.	Std.	Std.	Std.	Std.
Continental V-8	21,757					Std.	Std.	Std.	Std.	Std.
Continental Valentino V-8	24,205					Std.	Std.	Std.	Std.	Std.
Continental Givenchy V-8	24,230					Std.	Std.	Std.	Std.	Std.
MERCURY—Lynx 4	5,957		5,750			N.A.	N.A.	95	39	N.A.
Lynx L 4	6,225		6,011			439	215	95	39	643
Lynx L Wagon 4					6,440	439	215	Std.	39	643
Lynx GS 4	6,701		6,487			439	215	95	Std.	643
Lynx GS Wagon 4					6,879	439	215	Std.	Std.	643
Lynx LTS 4	7,871					363	215	Std.	Std.	643
Lynx RS 4			7,633			363	215	Std.	Std.	643
Lynx Turbo RS 4			8,728			363	215	Std.	Std.	643
Capri GS 4			7,749			439	202	Std.	Std.	743
Capri RS V-8			9,628			551	Std.	Std.	Std.	743
Capri Turbo RS 4			9,812			N.A.	Std.	Std.	Std.	743
Topaz GS 4	7,469	7,469				439	223	Std.	Std.	743
Topaz LS 4	7,872	7,872				439	223	Std.	Std.	743
Marquis 4	8,718					Std.	Std.	Std.	Std.	743
Marquis Wagon V-6					9,215	Std.	Std.	Std.	Std.	743
Marquis Brougham 4	9,021					Std.	Std.	Std.	Std.	743
Marquis Brougham Wagon V-6					9,489	Std.	Std.	Std.	Std.	743
Cougar V-6		9,968				Std.	Std.	Std.	Std.	743
Cougar LS V-6		11,255				Std.	Std.	Std.	Std.	743
Cougar XR-7 4 (Turbo)		13,090				Std.	Std.	Std.	Std.	743
Grand Marquis V-8	11,629	11,565				Std.	Std.	Std.	Std.	743
Grand Marquis LS V-8	12,184	12,120				Std.	Std.	Std.	Std.	743
Colony Park V-8					11,804	Std.	Std.	Std.	Std.	743
OLDSMOBILE—Firenza S 4			7,206			395	204	Std.	Std.	630
Firenza 4	7,293				7,513	395	204	Std.	Std.	630
Firenza SX Coupe 4			7,949			395	Std.	Std.	Std.	630
Firenza LX 4	7,845				8,065	395	Std.	Std.	Std.	630
Omega 4	7,823	7,625				425	Std.	Std.	Std.	730

Continued on Page 62

COMPARING PRICES 1984 vs. 1983

Continued from Page 59

	April 1, 1984	Final Price, 1983 Model
Cutlass Supreme V-6	9,366	9,035
Regal V-6	9,487	9,185
Chrysler E Class 4 (4-dr.)	9,557	9,441
Thunderbird V-6	9,623	9,197
Cougar V-6	9,968	9,521
New Yorker E 4 (4-dr.)	12,442	11,200
INTERMEDIATE WAGONS (4-Door Models)		
Celebrity 4	$ 8,205	....
LTD V-6	9,093	$ 8,577
Pontiac 6000 4	9,212	....
Marquis V-6	9,215	8,693
Cutlass Ciera 4	9,542	....
Century 4	9,660	....
STANDARD SIZE (4-Door Models)		
Chevrolet Impala V-6	$ 8,884	$ 8,496
Dodge Diplomat V-8	9,169	8,248
Plymouth Gran Fury V-8	9,169	8,248
Chevrolet Caprice V-6	9,388	8,967
Pontiac Parisienne V-6	9,870	9,609
Olds Delta Royale V-6	10,040	9,528
Buick LeSabre V-6	10,129	9,559
Ford LTD Crn. Victoria V-8	10,943	10,259
Mercury Grand Marquis V-8	11,629	10,883
STANDARD-SIZE WAGONS (4-Door, V-8)		
Chevrolet Caprice	$10,198	$ 9,683
Pontiac Parisienne	10,382	9,927
Olds Custom Cruiser	10,827	10,248
Ford LTD Crown Victoria	10,849	....
Ford LTD Country Squire	11,099	10,418
Mercury Colony Park	11,804	11,061
Buick Electra Estate Wgn.	14,483	13,803
LUXURY CARS		
Electra 4-dr. (Rear-wheel-drive)	$13,332	$12,828
Electra 4-dr. (FWD)	13,850	
Chrysler Fifth Ave. 4-dr.	13,978	13,192
Ninety-Eight 4-dr. (Rear-wheel-drive)	14,139	13,362
Ninety-Eight 4-dr. (FWD)	14,209	
Riviera 2-dr.	15,967	15,480
Toronado 2-dr.	16,096	15,494
DeVille 4-dr. (Rear-wheel-drive)	17,613	16,683
DeVille 4-dr. (FWD)	17,957	
Lincoln Town Car 4-dr.	18,059	17,139
Chrysler Exec. Sedan	18,967	18,900
Eldorado 2-dr.	20,330	19,576
Continental Mark VII 2-dr.	21,695	20,445
Chrysler Limousine 4-dr.	21,967	21,900
Continental 4-dr.	21,757	21,201
Seville 4-dr.	22,456	21,682
Corvette 2-dr.	23,346	21,800
Cadillac Limousine	30,439	29,565
Cadillac Formal Limousine	31,497	30,591
CONVERTIBLES		
Dodge 600 4	$10,587	$ 9,995
Cavalier 4	11,291	10,990
2000 Sunbird LE 4	11,741	11,299
LeBaron 4	11,587	10,995
Mustang LX V-6	11,840	12,467
Dodge 600-ES Turbo 4	12,895	....
Mustang GT V-8	13,247	13,479
Mustang GT Turbo 4	13,441	....
LeBaron Mark Cross 4	15,487	14,595
LeBaron Town & Country 4	16,487	15,595
Riviera V-6	25,832	25,202
Eldorado V-8	31,274	....

Comparison of selected 1984 and 1983 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1984 prices are those in effect April 1, 1984. The 1983 prices are those in effect at the end of the model year.

No adjustment has been made for year-to-year equipment changes or dealer-discount changes or standard equipment variations among competing models. If there is no entry in the 1983 column, it means that the 1984 model is new or had no direct counterpart in 1983.

Copyright, 1984, Automotive News

AVERAGE SELLING PRICE OF USED CARS RETAILED BY FRANCHISED NEW CAR DEALERS

1972	$1,600
1973	1,710
1974	1,850
1975	2,200
1976	2,400
1977	2,690
1978	2,930
1979	3,200
1980	3,380
1981	3,970
1982	4,440
1983	4,650

Source: NADA Industry Analysis Department.

Imported car retail prices

Prices in effect March 20, 1984

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include state or local taxes, optional equipment or special equipment required by state laws. Mercedes-Benz prices include inland shipping fees; others do not. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1984 models, unless otherwise noted.

Copyright, 1984, Automotive News

ALFA ROMEO—GTV-6 coupe (5-speed), $19,000; Spider convertible (5-speed), $16,000. (**Power disk brakes** standard on both models.) (Prices do not include dealer prep fee.)

ASTON MARTIN—V-8 Coupe, $96,000; Volante convertible, $115,000; Lagonda 4-door sedan, $150,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models. **5-speed manual transmission** is $2,000 extra on Coupe and Volante.) (Prices include dealer prep fee.)

AUDI—4000-S—2-door sedan (5-speed), $12,390; 4-door sedan (5-speed), $12,980; 4-door sedan (automatic), $13,405. **4000-S Quattro**—4-door sedan (5-speed), $16,500. **Audi Coupe GT**—Coupe (5-speed), $14,500; coupe (automatic), $14,925. **500-S**—4-door sedan (5-speed), $16,480; 4-door sedan (automatic), $16,905; 4-door wagon (5-speed), $17,480; 4-door wagon (automatic), $17,905. **5000-S Turbo**—4-door sedan (automatic), $22,250. **Audi Quattro**—Coupe (5-speed), $35,000. (**Power steering and air conditioning** standard on all models. **Power disk brakes** standard on all models except Audi Coupe. **Radio** standard on 4000-S Quattro, 500-S Turbo and Audi Quattro.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne—4-door sedan, $97,950; L 4-door sedan, $108,390. **Corniche**—Convertible, $155,470. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—X 1/9 Targa convertible (5-speed), $13,990. (**Radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—2-door sedan (5-speed), $16,430. **528e**—4-door sedan (5-speed), $24,565. **533i**—4-door sedan (5-speed), $30,305. **733i**—4-door sedan (5-speed), $36,335. **633CSi**— Coupe (5-speed), $40,705. (**Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $495 on 318i, $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $100 on 528e and $110 on other models.)

DATSUN—See Nissan.

DODGE COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,893; E 5-door hatchback (4x2 Twinstick), $5,639; DL 5-door hatchback (4x2 Twinstick), $6,029. (**Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

DODGE COLT VISTA—Van Wagon (4x2 Twinstick), $8,115. **Power disk brakes** are standard. **Automatic transmission** is $388.)

DODGE CONQUEST—2-door Liftback (5-speed), $12,149. (**Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, $5,684; Royal, $6,290; Sport, $7,018. **Pickup Trucks (4-wheel drive)**—Custom, $7,870; Royal, $8,670; Sport, $9,143. (**Power disk brakes** standard on all models. **Automatic transmission** is $444 on Custom and Royal 2WD, $342 on Sport 2 WD, $563 on Custom 4WD, $399 on Royal 4WD, $342 on Sport 4WD.)

FERRARI—308 Series—Quattrovalvole Berlinetta coupe (5-speed), $54,300; Quattrovalvole Spider convertible (5-speed), $59,500. **Mondial**—Cabriolet (5-speed), $65,000. (**Power disk brakes, air conditioning** standard on all models.) (Prices include gas-guzzler tax of $1,450 but do not include delivery fee of $495.)

HONDA—Civic CRX—1.3 coupe (5-speed), $6,142; 1.5 coupe (5-speed), $6,592; 1.5 coupe (automatic), $6,892. Civic—1.3 3-door hatchback (4-speed), $5,242; 1.5 DX 3-door hatchback (5-speed), $6,292; 1.5 DX 3-door hatchback (automatic), $6,592; 1.5 S 3-door hatchback (5-speed), $6,842; 1.5 4-door sedan (5-speed), $7,092; 1.5 4-door sedan (automatic), $7,392; 1.5 4-door wagon (5-speed), $6,992; 1.5 4-door wagon (automatic), $7,292. **Accord**—1.8 3-door hatchback (5-speed), $7,691; 1.8 3-door hatchback (automatic), $8,241; 1.8 4-door sedan (5-speed), $8,541; 1.8 4-door sedan (automatic), $8,891. **Accord LX**—1.8 3-door hatchback (5-speed), $8,841; 1.8 3-door hatchback (automatic), $9,191; 1.8 4-door sedan (5-speed), $9,941; 1.8 4-door sedan (automatic), $10,291. **Prelude**—1.8 coupe (5-speed), $9,987; 1.8 coupe (automatic), $10,337. (**Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan, both Accord LX and Prelude. **Radio** standard on Accord LX hatchback and sedan and Prelude. **Air conditioning** standard on Accord LX 4-door sedan.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe 4-door sedan (5-speed), $6,535; Deluxe 4-door sedan (automatic), $6,867. **I-Mark (diesel engine)**—Coupe (4-speed), $6,720; Deluxe 4-door sedan (5-speed), $7,385; Deluxe 4-door sedan (automatic), $7,717. **Impulse**—Coupe (5-speed), $10,498; coupe (automatic), $10,878. (**Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

ISUZU P'UP PICKUP TRUCKS—4x2 models (gasoline engine)—Standard bed (4-speed), $5,775; Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,295; long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,450. **4x4 models (gasoline engine)**—Deluxe standard bed (4-speed), $8,189; LS standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **4x2 models (diesel engine)**—Standard bed, 4-speed, (not available in California), $6,540; standard bed, 4-speed (California only), $6,540; Deluxe standard bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; long bed (5-speed), $6,695; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. **4x4 models (diesel engine)**—Deluxe standard bed (4-speed), $8,954; LS standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. (**Power disk brakes** standard on all models. **Radio** standard on LS models with 2-wheel drive.) (Prices do not include dealer prep fee, but dealer is reimbursed for prep work by American Isuzu Motors.)

JAGUAR—XJ-6 Series III—4-door sedan, $31,100; Vanden Plas 4-door sedan, $34,200. **XJ-S (V-12)**—Sport coupe, $34,700. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee, which averages $350-$400.)

LAMBORGHINI — 5000-S Countach — Coupe (5-speed), $99,500. **P-350 Jalpa**—Targa coupe (5-speed), $53,125. (**Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

LOTUS—Turbo Esprit 2-seater coupe (5-speed), $47,984. Price is for 1983 model. (**Power disk brakes, air conditioning** are standard.)

MASERATI—Biturbo—Coupe (5-speed), $25,945. **Quattroporte V-8**—4-door sedan, $66,210. (**Power steering, power disk brakes** standard on Quattroporte. **Radio, air conditioning** standard on Biturbo and Quattroporte.) (Prices do not include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $4,995; Deluxe 3-door hatchback (5-speed), $5,895; Luxury 3-door hatchback (5-speed), $6,495; Deluxe 4-door sedan (5-speed), $6,445; Luxury 4-door sedan (5-speed), $7,095. **626 Series**—Deluxe coupe (5-speed), $8,495; Deluxe 4-door sedan (5-speed), $8,095; Luxury coupe (5-speed), $10,095; Luxury 4-door sedan (5-speed), $9,695; Luxury 4-door sedan (5-speed, diesel engine), $10,245; Luxury 5-door Touring Sedan (5-speed), $10,695; **RX-7**—S coupe (5-speed), $10,195; GS coupe (5-speed), $11,295; GSL coupe (5-speed), $13,095; GSL-SE coupe (5-speed), $15,095. (**Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury models. **Radio** standard on 626 Luxury models and all RX-7 models except S coupe. **Air conditioning** standard on RX-7 GSL-SE coupe.) **Automatic transmission** is $290 on GLC models, not available on base hatchback; $360 on 626 models and $500 on RX-7 GS and GSL. (Car prices are the same for Mazda Central and Mazda East, the two importers.) (Prices include dealer prep fee.)

MAZDA PICKUP TRUCKS — B-2000 Sundowner (gasoline engine)—Short bed (5-speed), $5,795; long bed (5-speed), $6,095 for Mazda Central and $5,995 for Mazda East; SE short bed (5-speed), $5,995; SE long bed (5-speed), $6,295 for Mazda Central and $6,195 for Mazda East; Sport short bed (5-speed), $6,595; Sport long bed (5-speed), $6,795. **B-2200 (diesel engine)**—Short bed (5-speed), $6,545; long bed (5-speed), $6,745. (**Power disk brakes** standard on all models. **Automatic transmission** is $350 on gasoline-engine models for Mazda Central and $325 on gasoline-engine models for Mazda East.) (Mazda Central and Mazda East are the two importers of Mazda vehicles. Prices are the same except where noted.) (Prices include dealer prep fee.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-TD 4-door wagon (automatic), $35,310; 300-CD coupe (automatic), $35,220; 300-SD 4-door sedan (automatic), $39,500. **380 Series**—380-SE 4-door sedan (automatic), $42,730; 380-SL coupe-roadster (automatic), $43,820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic), $56,800. Prices of the 50C-SEL sedan and 500-SEC coupe do not include a Gas-Guzzler Tax of $750. (**Power disk brakes, power steering, radio, air conditioning** standard on all models.) (Prices include dealer prep fee and inland shipping to dealer.)

MITSUBISHI—Tredia—4-door sedan (5-speed), $6,599; L 4-door sedan (4+4 manual), $7,579; L 4-door sedan (automatic), $7,949; LS 4-door sedan (4+4 manual), $8,649; LS 4-door sedan (automatic), $9,029; Turbo 4-door sedan (5-speed), $8,989. **Cordia**—2-door hatchback (5-speed), $6,989; L 2-door hatchback (5-speed), $7,889; L 2-door hatchback (automatic), $8,259; LS 2-door hatchback (5-speed), $9,059; LS 2-door hatchback (automatic), $9,439; Turbo 2-door hatchback (5-speed), $9,459. **Starion**—LS Turbo 2+2 coupe (5-speed), $12,509; LE Turbo 2+2 coupe (5-speed), $14,279; LE Turbo 2+2 coupe (automatic), $14,799; ES Turbo 2+2 coupe (5-speed), $14,559. **Montero Sport Utility Vehicle**—Montero 3-door (metal top, 5-speed), $9,439; Montero Sport 3-door (metal top, 5-speed), $10,159; Montero Sport 3-door (metal top, automatic), $10,499. (**Power disk brakes** standard on Tredia, Cordia and Montero. **Power steering** standard on all models except base Tredia and base Cordia. **Radio** standard on all models except base Tredia, base Cordia and base Montero. **Air conditioning** standard on Starion LE and Starion ES.) (Prices include dealer prep fee.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (4-speed), $5,749; SP pickup (5-speed), $6,849; SP pickup (automatic), $7,179; SP Turbo pickup (diesel, 5-speed), $7,769; SPX pickup (5-speed), $7,839; SPX Turbo pickup (diesel, 5-speed), $8,619. **Four-Wheel Drive**—SP pickup (5-speed), $9,089; SP Turbo pickup (diesel, 5-speed), $9,989; SPX pickup (5-speed), $9,669; SPX Turbo pickup (diesel, 5-speed), $10,639. (**Power disk brakes** standard on all models. **Power steering** standard on SPX 2WD and all 4WD. **Radio** standard on SPX 2WD and SPX 4WD.) (Prices include dealer prep fee.)

NISSAN—Sentra—2-door sedan (5-speed), $5,199; Deluxe 2-door sedan (5-speed), $6,349; Deluxe 2-door sedan (automatic), $6,949; MPG diesel 2-door sedan (4-speed), $6,749; Deluxe 4-door sedan (5-speed), $6,549; Deluxe 4-door sedan (automatic), $7,149; Deluxe 4-door wagon (5-speed), $7,049; Deluxe 4-door wagon (automatic), $7,649. **Sentra XE**—2-door sedan (5-speed), $6,949; 2-door sedan (automatic), $7,299; 4-door sedan (5-speed), $7,149; 4-door sedan (automatic), $7,499; hatchback coupe (5-speed), $7,449; hatchback coupe (automatic), $7,799; 4-door wagon (5-speed, $7,649; 4-door wagon (automatic), $7,999. **Pulsar NX**—Coupe (5-speed), $7,749; coupe (automatic), $8,099. **Stanza**—XE 2-door hatchback (5-speed), $8,299; XE 2-door hatchback (automatic), $8,649; XE 4-door hatchback (5-speed), $8,499; XE 4-door hatchback (automatic), $8,849; GL 4-door sedan (5-speed), $9,099; GL 4-door sedan (automatic), $9,449. **200-SX**—Deluxe notchback coupe (5-speed), $8,499; Deluxe hatchback coupe (5-speed), $8,699; XE notchback coupe (5-speed), $9,699; XE hatchback coupe (5-speed), $9,999; Turbo XE hatchback coupe (5-speed), $11,699. **Maxima**—4-door sedan (5-speed), $11,399; 4-door sedan (automatic), $11,899; 4-door wagon (automatic), $12,799. **300-ZX**—Coupe (5-speed), $15,799; coupe (automatic), $16,299; 2+2 coupe (5-speed), $16,999; 2+2 coupe (automatic), $17,499; Turbo Coupe (5-speed), $18,199; Turbo Coupe (automatic), $18,699; Anniversary Edition Turbo Coupe (5-speed), $25,999; Anniversary Edition Turbo Coupe (automatic), $26,499. (**Power disk brakes** standard on all models. **Power steering and radio** standard on Sentra XE and all Pulsar, Stanza, 200-SX, Maxima and 300-ZX models. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Base regular bed (5-speed), $5,999; MPG regular bed (5-speed), $5,999; Deluxe regular bed (5-speed), $7,195; Deluxe regular bed (automatic), $7,545; Sport truck regular bed (5-speed), $8,145; Standard long bed (5-speed), $6,449; Deluxe long bed (5-speed), $7,345; Deluxe long bed (automatic), $7,695; Heavy-duty long bed (5-speed), $7,445; Sport Truck long bed (5-speed), $8,295; Cab and chassis dual wheel (5-speed), $7,495; King Cab MPG (5-speed), $6,895; King Cab short bed (5-speed, California only), $7,245; King Cab short bed (automatic), $7,595; King Cab Deluxe (5-speed), $7,795; King Cab Deluxe (automatic), $8,145; King Cab Deluxe Diesel (5-speed), $8,635; King Cab XE (5-speed), $9,250; King Cab XE (automatic), $9,675. **Pickup Trucks (4-Wheel Drive)**—Deluxe regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $8,995; Sport Truck regular bed (5-speed), $9,745; Deluxe long bed (5-speed), $9,145; Deluxe Sport Truck long bed (5-speed), $9,985; King Cab Deluxe (5-speed), $9, 595. (**Power disk brakes** standard on all models. **Power steering** standard on all models except base regular bed and long bed, MPG regular bed and King Cab MPG. **Radio** standard on King Cab XE and Sports Trucks.) (Prices include dealer prep fee.)

PEUGEOT—505 (gasoline engine; 5-speed)—GL 4-door sedan, $11,300; S 4-door sedan, $14,845; STI 4-door sedan, $15,800; GL 4-door wagon, $11,990; S 4-door wagon, $16,095. **505 (turbodiesel; 5-speed unless otherwise noted**—GL 4-door sedan, $12,800; S 4-door sedan, $16,345; STI 4-door sedan, $17,300; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **604**—4-door sedan (5-speed), $20,885; 4-door sedan (automatic), $21,285. **Power disk brakes and power steering** standard on all models. **Radio and air conditioning** standard on all models except 505 GL sedan and wagon. **Automatic transmission** is $370 on 505 models.) (Prices do not include dealer prep fee.)

PININFARINA — Azzurra convertible (5-speed), $16,995; Azzurra convertible (automatic), $17,490. (**Power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee of $179.)

PLYMOUTH COLT—E 3-door hatchback (4-speed), $4,995; DL 3-door hatchback (4x2 Twinstick), $5,-

Continued on Page 64

RETAIL PRICES, U. S. 1984 MODELS

Continued from Page 60

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Omega Brougham 4	8,095	7,914				425	Std.	Std.	Std.	730
Cutlass Ciera LS 4	9,194	9,005				Std.	Std.	Std.	Std.	730
Cutlass Cierra Wagon 4					9,542	Std.	Std.	Std.	Std.	730
Cutlass Ciera Brougham 4	9,712	9,510				Std.	Std.	Std.	Std.	730
Cutlass Supreme V-6	9,519	9,366				Std.	Std.	Std.	112	730
Cutlass Supreme Brougham V-6	10,135	10,005				Std.	Std.	Std.	112	730
Cutlass Calais V-6		10,264				Std.	Std.	Std.	112	730
Delta 88 Royale V-6	10,040	9,928				Std.	Std.	Std.	112	730
Delta 88 Royale Brougham V-6 ..	10,488	10,397				Std.	Std.	Std.	112	730
Custom Cruiser V-8					10,827	Std.	Std.	Std.	112	730
98 Regency V-8..............................	14,139	13,962				Std.	Std.	Std.	Std.	Std.
98 Regency Brougham V-8...........	15,189					Std.	Std.	Std.	Std.	Std.
98 Regency V-6 (FWD)................	14,209	14,277				Std.	Std.	Std.	Std.	Std.
98 Regency Brough'm V-6 (FWD)	15,247	15,315				Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		16,096				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon 4	5,822					439	219	Std.	113	643
Horizon SE 4	6,140					439	219	Std.	Std.	643
Turismo 4			6,486			439	219	Std.	113	643
Turismo 2.2 4			7,280			439	219	Std.	Std.	643
Reliant 4	6,941	6,829				439	219	Std.	113	737
Reliant Custom 4					7,728	439	219	Std.	Std.	737
Reliant Special Edition 4	7,581	7,455				439	219	Std.	Std.	737
Reliant SE Wagon 4					8,187	439	Std.	Std.	Std.	737
Gran Fury Salon V-8	9,169					Std.	Std.	Std.	Std.	792
PONTIAC—1000 4	5,817		5,614			395	204	95	Std.	630
2000 Sunbird 4	6,791	6,667	6,987		7,107	320	204	Std.	112	630
2000 Sunbird LE 4	7,491	7,325			7,811	320	204	Std.	Std.	630
2000 Sunbird LE Convertible 4 ..				11,741		320	204	Std.	Std.	630
2000 Sunbird S/E 4	9,175	9,009	9,479			395	Std.	Std.	Std.	630
Phoenix 4	7,156	7,081				425	215	100	Std.	730
Phoenix LE 4	7,807	7,674				425	215	100	Std.	730
Phoenix SE 4		9,062				425	Std.	Std.	Std.	730
Fiero 4		7,990				N.A.	N.A.	Std.	112	N.A.
Fiero Sport Coupe 4		8,490				425	N.A.	Std.	Std.	730
Fiero SE 4		9,587				425	N.A.	Std.	Std.	730
Firebird 4			8,339			525	Std.	Std.	112	730
Firebird S/E V-6			10,639			295	Std.	Std.	112	730
Firebird Trans Am V-8			10,689			295	Std.	Std.	112	730
Pontiac 6000 4	8,864	8,690			9,212	Std.	Std.	Std.	Std.	730
6000 LE 4	9,283	9,133			9,603	Std.	Std.	Std.	Std.	730
6000 STE V-6	14,428					Std.	Std.	Std.	Std.	Std.
Grand Prix V-6		9,135				Std.	Std.	Std.	112	730
Grand Prix LE V-6		9,614				Std.	Std.	Std.	112	730
Grand Prix Brougham V-6		10,289				Std.	Std.	Std.	112	730
Bonneville V-6	9,121					Std.	Std.	Std.	112	730
Bonneville LE V-6	9,348					Std.	Std.	Std.	112	730
Bonneville Brougham V-6	9,825					Std.	Std.	Std.	112	730
Parisienne V-6	9,870					Std.	Std.	Std.	112	730
Parisienne Wagon V-8					10,382	Std.	Std.	Std.	112	730
Parisienne Brougham V-6	10,270					Std.	Std.	Std.	112	730
RENAULT—(U.S.-built models)										
Encore 4			5,755			435	215	Std.	84	653
Encore S 4	6,615		6,365			435	215	Std.	Std.	653
Encore LS 4	7,195		6,995			338	215	Std.	Std.	653
Encore GS 4			7,547			338	215	Std.	Std.	653
Alliance 4		5,959				435	215	Std.	84	653
Alliance L 4	6,715	6,465				435	215	Std.	Std.	653
Alliance DL 4	7,365	7,065				338	215	Std.	Std.	653
Alliance Limited 4	8,027					338	215	Std.	Std.	653
VOLKSWAGEN—(U.S.-built models)										
Rabbit L 4 (diesel)	6,600		6,390			N.A.	220	Std.	165**	650
Rabbit L 4 (gasoline)	6,740		6,530			535*	220	Std.	165**	650
Rabbit GL 4 (gasoline)	7,130					535*	220	Std.	165**	650
Rabbit GTI 4 (gasoline)			8,350			N.A.	N.A.	Std.	165**	650

* Automatic transmission price includes fuel-injection engine.
** Radio price is for AM/FM unit.

Price increase averages $163.25

'Popular-priced' class falls to 51.5 percent of import sales

By John K. Teahen Jr.
Managing Editor

Imported-car prices have risen in the past 12 months. The average increases on 1984 models were considerably higher than in the preceding year, but they were not nearly so large as those of earlier years.

The annual AUTOMOTIVE NEWS analysis found an average hike of $163.25 for the best-selling — or "popular-priced" — imports. It amounted to 2.52 percent.

It was nearly three times as much as the jump of $57.39, or 0.91 percent, recorded in the 1983 survey.

But that was an unusual year; the season-to-season hikes had been running much higher than that: $488.09 in the 1982 study, $812.60 in 1981, $187.89 in 1980, $690.02 in 1979 and $435.38 in 1978.

The boost of $163.25 is based on a comparison of 57 models offered by 10 makes. They are models that appear in both the current and the year-ago lineups of those nameplates.

The cutoff point was $8,000. Cars in that price class accounted for 51.5 percent of the imported autos sold in the U. S. last year.

The price limit and the share of market tell their own story of what has happened to auto prices through the years.

AUTOMOTIVE NEWS began its annual analysis of import prices in 1970. At that time, the cutoff point for the popular-priced class was $3,000 and 93.5 per cent of import-car sales were in that group. By 1978, the limit had risen to $5,000 and the market share was still an overpowering 79 percent.

In the last three surveys, the top of the popular-priced class has been $8,000. The market share was 69.8 percent in 1982. It dropped to 60.4 percent last year, and now it stands at 51.5.

Thus, nearly half of the import buyers are willing to pay more than $8,000 for their cars. Obviously, the person who selects a foreign auto is not looking for price alone.

In fairness to the imports, it must be noted that prices of domestic cars have risen as much or more than those of their foreign counterparts. In 1970 and for many years after that, it was possible to finance a new car, imported or domestic, by taking out an auto loan rather than a mortgage loan.

The 57 models in this year's under-$8,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda. Mitsubishi, Nissan, Subaru, Toyota and Volkswagen.

Only two of those makes were anywhere near the average increase of $163.25. Subaru was a bit under the norm at $160 and Mazda was a bit over at $170.

Elsewhere, there were wide variations. On the Jetta models, Volkswagen made a diesel the base engine for '84 and priced those models $600 less than '83s with gasoline engines.

Only VW's imported models are included in this analysis, and Jetta is the only line under $8,000. Rabbit is omitted because it is a domestic car. Likewise, the U. S.-built Renault Alliance and Encore are also excluded.

Isuzu I-Mark prices are unchanged from a year ago, and the hike averaged $17 on corresponding '84 and '83 units in the Dodge Colt and Plymouth Colt lines. Mitsubishi Tredia and Cordia models in this segment climbed an average of $80.

Above-average increases in this class were posted by the three-top-selling imports. Toyota was up $242, Nissan was up $357 and Honda was up $368.

The average increase for the top five Japanese lines in this market segment was $245.20. Those lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field — $8,001 to $15,000 — the increase during the past year averaged $544.95, or 5.22 percent. As in the lower-priced group, it was greater than the hike of $374.16, or 3.53 percent in last year's study.

But is was less than the average boost of $898.79 in 1982 and $1,067.34 in 1981.

The comparison in this class embraced 54 models offered by 12 makes. Included are the Toyota Camry, Celica and Cressida; the Nissan Stanza, 200-SX and Maxima; the Honda Prelude and most Accords, and the Mazda 626 and RX-7.

The VW convertible, Scirocco and Quantum fall in this range, as do the Audi 4000 and Coupe, the Mitsubishi Starion and top-line Tredia and Cordia, the Volvo DL, the Saab 900 and 900-S, most Peugeot 505s, the Renault Fuego and Sportwagon and the Isuzu Impulse.

There are other imports in this price class, but they are newcomers so there is no basis for year-to-year price comparison.

Four makers boosted their medium-priced models more than the $544.95 average for the class. They were Mazda, up $696; Volkswagen, $704; Volvo, $714, and Audi, $1,735. Audi added a good bit of standard equipment.

Price hikes below the average were posted by eight makes: Peugeot, $53; Mitsubishi, $175; Honda, $277; Saab, $345; Toyota, $413; Renault, $466; Nissan, $499, and Isuzu, $500.

The medium-priced segment accounted for 36.2 percent of the imported cars sold in the U. S. last year, a major jump from 30.1 percent in 1982 and 24.7 percent in 1981.

The more expensive the car, the bigger the year-to-year price increase. That seems to be a lesson the imports have learned from their domestic rivals.

As noted, the lower-priced imports rose $163.25 in the past year and the mediums climbed $544.95. In the luxury class, the average was $1,049.08, or 4.24 percent.

The luxury class ($15,000 and up) accounted for 12.3 percent of last year's import sales, up from 9.5 percent in 1982 and 5.5 percent in 1981.

This year's comparison included 36 models from 11 makers. All Mercedes-Benz, BMW, Porsche, Jaguar and Alfa Romeo offerings are in this segment, along with the Audi 5000 and Quattro, the Volvo GL wagon, Turbo and 760-GLE, the Peugeot 505-STI and 604, the Nissan 300-ZX, the Toyota Supra and the Saab 900 Turbo.

Four makes had increased higher than the $1,049.08 average. They were Audi, up $1,063; BMW, $1,086; Mercedes-Benz, $1,332, and Porsche, $1,892. The Audi average requires a word of explanation: The 5000 sedan rose $2,125 and the Quattro coupe was unchanged.

Price hikes below the class average were turned in by Toyota, up $326; Saab, $460; Jaguar, $667; Alfa Romeo, $755; Peugeot, $845; Volvo, $904, and Nissan, $933.

In each of the three classes — popular-priced, medium-priced and luxury — the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographic areas, East Coast prices were used.

Data on changes were based on an arithmetical comparison of prices in effect on March 1 or this year with those in effect a year ago. For models introduced later in the '83 model year, introductory prices were used. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Average Transaction Price Per New Car

Year	Expenditure Per Car Domestic	Import	Average
1960	$ 2,918	$ 2,062	$ 2,853
1961	2,897	2,027	2,841
1962	2,981	1,992	2,933
1963	3,018	2,017	2,968
1964	3,011	2,058	2,954
1965	3,074	2,120	3,016
1966	3,140	2,174	3,069
1967	3,310	2,272	3,212
1968	3,531	2,353	3,406
1969	3,697	2,496	3,557
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,940	8,894	8,929
1982	9,880	9,785	9,853
1983	10,484	10,664	10,530

Source: U. S. Bureau Economic Analysis

IMPORT PENETRATION INTO U.S. CAR MARKET

(Units in Thousands)

	Retail Sales				Share of U.S. Market		
Year Quarter	Domestic	Imports From Japan	Total Import	Grand Total	Japan	Total Import	Domestic Sponsored Imports
1970	7,119	313	1,280	8,399	3.7	15.2	123
1971	8,681	579	1,561	10,242	5.7	15.2	207
1972	9,327	629	1,614	10,940	5.7	14.7	212
1973	9,676	743	1,748	11,424	6.5	15.3	224
1974	7,454	592	1,399	8,853	6.7	15.8	179
1975	7,053	808	1,571	8,624	9.4	18.2	155
1976	8,611	942	1,499	10,110	9.3	14.8	119
1977	9,109	1,388	2,074	11,183	12.4	18.5	213
1978	9,312	1,357	2,002	11,314	12.0	17.7	203
1979	8,341	1,770	2,332	10,673	16.6	21.9	249
1980	6,581	1,906	2,398	8,979	21.2	26.7	223
1981	6,208	1,859	2,328	8,537	21.8	27.3	175
1982	5,759	1,802	2,223	7,982	22.6	27.9	140
1983	6,795	1,916	2,386	9,181	20.9	26.0	136

Source: MVMA

Imported-car retail prices

Continued from Page 62

893; E 5-door hatchback (4x2 Twinstick), $5,639; DL 5-door hatchback (4x2 Twinstick), $6,029. (**Power disk brakes** standard on all models. **Automatic transmission** is $314, not available on E 3-door hatchback.)

PLYMOUTH COLT VISTA—Van Wagon, (4x2 Twinstick), $8,115. (**Power disk brakes** are standard. **Automatic transmission** is $388.)

PLYMOUTH CONQUEST—2-door Liftback, $12,149. (**Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $524.)

PORSCHE—**944**—Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe, $31,950; Targa Coupe, $33,450; Cabriolet, $36,450. **928-S**—Coupe (automatic), $44,000. (**Power disk brakes and power steering** standard on 944 and 928-S. **Air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

RENAULT—**Alliance**—2-door sedan (4-speed), $5,959; L 2-door sedan (4-speed), $6,465; L 4-door sedan (4-speed), $6,715; DL 2-door sedan (5-speed), $7,065; DL 4-door sedan (5-speed), $7,365; Limited 4-door sedan (5-speed), $8,027. **Encore**—3-door Liftback (4-speed), $5,755; S 3-door Liftback (4-speed), $6,365; S 5-door Liftback (4-speed), $6,515; LS 3-door Liftback (5-speed), $6,995; LS 5-door Liftback (5-speed), $7,195; GS 3-door Liftback (5-speed), $7,547. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4-door wagon (5-speed), $9,595; Touring Edition 4-door wagon (5-speed), $11,350. **Fuego**—Coupe (5-speed, fuel injection), $8,995; Turbo coupe (5-speed), $11,395. (**Power disk brakes** standard on all models. **Power steering** standard on both Sportwagon and both Fuego. **Radio** standard on all models except base Alliance and base Encore. **Air conditioning** standard on both Sportwagon and Fuego Turbo. **Automatic transmission** is $435 on base Alliance, Alliance L, base Encore and Encore S; $338 on Alliance DL and Limited and Encore LS and GS; $420 on Sportwagon and base Fuego.) (Prices include dealer prep fee.)

ROLLS ROYCE—**Silver Spirit**—4-door sedan, $98,500. **Silver Spur**—4-door sedan, $109,000. **Camargue**—2-door sedan, $150,600. **Corniche**—Convertible, $156,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—**900 Series**—3-door hatchback, $11,100; 4-door sedan, $11,420. **900-S**—3-door hatchback, $13,850; 4-door sedan, $14,310. **900 Turbo**—3-door hatchback, $16,940; 4-door sedan, $17,400. (**Power disk brakes and power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $390 on all models, 5-speed manual is standard.) (Prices do not include dealer prep fee of $60.)

SUBARU—**2-Door Hatchbacks** — Standard hatchback (4-speed), $5,118; DL hatchback (5-speed), $6,123; GL hatchback (5-speed), $6,854; GL hatchback (automatic), $7,164; GL hatchback (4-wheel drive), $7,403. **4-Door Sedans**—DL sedan (5-speed), $6,660; GL sedan (5-speed), $7,259; GL sedan (automatic), $7,569; GL sedan (4-wheel drive, automatic), $8,680. **4-Door Wagons**—DL wagon (5-speed), $6,899; GL wagon (5-speed), $7,498; GL wagon (automatic), $7,808; DL wagon (4-wheel drive), $7,448; GL wagon (4-wheel drive), $8,047; GL wagon (4-wheel drive, automatic), $8,357; GL Turbo wagon (4-wheel drive, automatic), $10,303. **2-Door Hardtops**—DL hardtop (5-speed), $6,776; GL hardtop (5-speed), $7,452; GL hardtop (automatic), $7,762; GL Turbo hardtop (4-wheel drive, automatic), $11,063. **BRAT (4-wheel drive)**—GL, $7,723; GL (automatic), $7,723; GL Turbo (automatic), $10,108. (**Power disk brakes, radio** standard on all models. **Power steering** standard on GL sedan, GL wagon, GL hardtop and all BRAT models. **Air conditioning** standard on Turbo wagon, Turbo hardtop and turbo BRAT.) (Prices include dealer prep fee.)

TOYOTA—**Starlet**—3-door Liftback (4-speed), $5,898; 3-door Liftback (5-speed), $5,948. **Tercel**—Standard 3-door Liftback (4-speed), $5,098; Deluxe 3-door Liftback (5-speed), $5,998; Deluxe 3-door Liftback (automatic), $6,298; SR-5 3-door Liftback (5-speed), $6,818; Deluxe 5-door Liftback (5-speed), $6,183; Deluxe 5-door Liftback (automatic), $6,488; Deluxe 5-door wagon (5-speed), $6,588; Deluxe 5-door wagon (automatic), $6,888; Deluxe 4x4 wagon (6-speed), $7,458; SR-5 4x4 wagon (6-speed), $8,278. **Corolla**—Deluxe 4-door sedan (5-speed), $6,498; Deluxe 4-door sedan (automatic), $6,848; LE 4-door sedan (5-speed), $7,198; LE 4-door sedan (automatic), $7,548; Deluxe 5-door Liftback (5-speed), $6,748; Deluxe 5-door Liftback (automatic), $7,098; Deluxe diesel 4-door sedan (automatic), $7,398; Deluxe diesel 5-door Liftback (5-speed), $7,298. **Corolla Sport**—SR-5 hardtop coupe (5-speed), $7,598; SR-5 hardtop coupe (automatic), $8,098; SR-5 Liftback sport coupe (5-speed), $7,778. **Camry**—Deluxe 4-door sedan (5-speed), $8,148; Deluxe 4-door sedan (automatic), $8,848; LE 4-door sedan (automatic), $10,098; Deluxe 5-door Liftback (automatic), $9,098; LE 5-door Liftback (automatic), $10,448; Deluxe turbodiesel 4-door sedan (5-speed), $9,248. **Celica**—ST sport coupe (5-speed), $7,699; ST sport coupe (automatic), $8,139; GT sport coupe (5-speed), $8,799; GT sport coupe (automatic), $9,239; GT-S sport coupe (5-speed), $10,569; GT 3-door Liftback (5-speed), $9,149; GT 3-door Liftback (automatic), $9,589; GT-S 3-door Liftback (5-speed), $10,919. **Supra**—L-Type coupe (automatic), $15,074; Supra coupe (5-speed), $15,724; Supra coupe (automatic), $16,324. **Cressida**—4-door sedan (5-speed), $13,795; 4-door sedan (automatic), $14,195; 4-door wagon (automatic), $14,355. **Van Wagon**—Deluxe Van Wagon (5-speed), $8,998; Deluxe Van Wagon (automatic), $9,498; LE Van Wagon (5-speed), $10,498; LE Van Wagon (automatic), $10,998. **Land Cruiser**—4-door wagon (4-speed), $13,768. (**Power disk brakes** standard on all models. **Power steering** standard on Camry LE, Celica GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Radio** standard on Tercel SR-5, Corolla LE, all Corolla Sport, Camry LE, Celica GT and GT-S, all Supra, all Cressida, LE Van Wagons and Land Cruiser. **Air conditioning** standard on all Supra and all Cressida.) (Prices include dealer prep fee.)

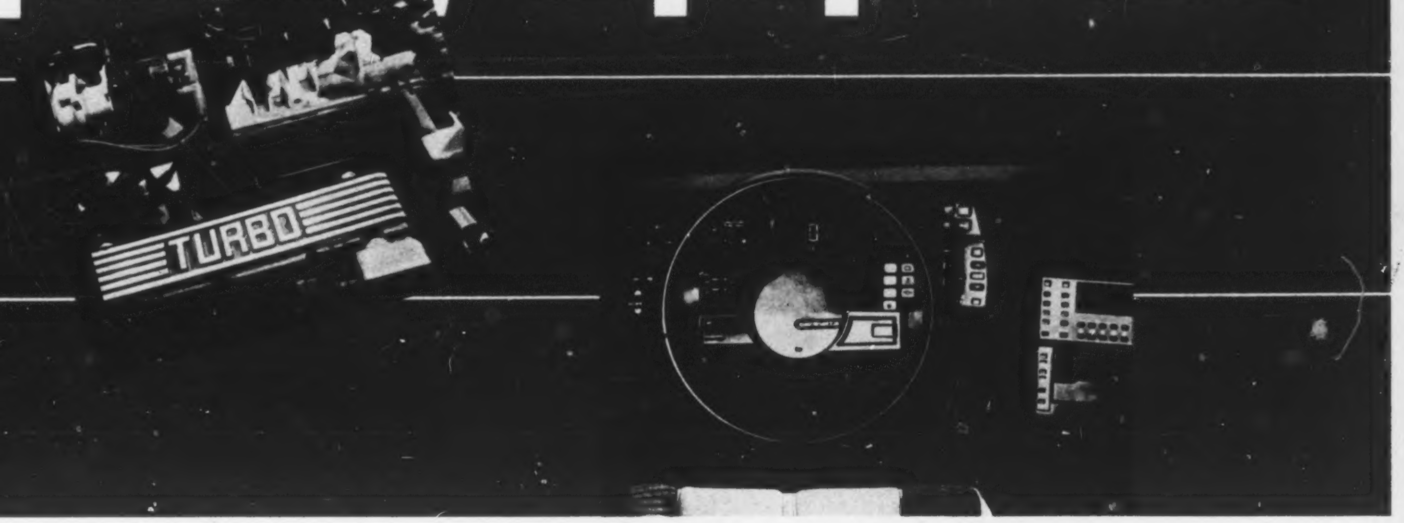
TOYOTA PICKUP TRUCKS—**Pickup Trucks (2-wheel drive)**—Standard short bed (4-speed), $5,998; Standard long bed (5-speed), $6,298; Standard long bed (automatic), $6,708; Deluxe long bed (5-speed), $6,998; Deluxe long bed (automatic), $7,408; Deluxe Xtra Cab (5-speed), $7,238; Deluxe Xtra Cab (automatic), $7,648; SR-5 short bed (5-speed), $7,998; SR-5 long bed (5-speed), $8,168; SR-5 Xtra Cab (5-speed), $8,278; SR-5 Xtra Cab (automatic), $8,688; Deluxe long bed (diesel engine, 5-speed), $7,598; three-quarter ton (5-speed), $6,998; commercial cab/chassis (4-speed), $6,578; Camper cab/chassis (4-speed), $6,848. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,298; Deluxe long bed (5-speed), $8,958; Deluxe Xtra Cab (5-speed), $9,198; SR-5 short bed (5-speed), $9,828; SR-5 long bed (5-speed), $9,998; SR-5 Xtra Cab (5-speed), $10,148; Deluxe long bed (diesel engine, 5-speed), $9,558. (**Power disk brakes** standard on all models. **Power steering** standard on SR-5 4-wheel-drive models. **Radio** standard on all SR-5 models.) (Prices include dealer prep fee.)

TVR — Coupe, $27,862; convertible, $27,862. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $200.)

VOLKSWAGEN—(In the Volkswagen listing, FI means Fuel Injection)—**Rabbit L**—Sparmeister 2-door hatchback (diesel, 4-speed), $6,390; 2-door hatchback (carburetor, 4-speed), $6,530; 2-door hatchback (diesel, 5-speed), $6,600; 2-door hatchback (5-speed, FI), $6,865; 2-door hatchback (automatic, FI), $7,065; Sparmeister 4-door hatchback (diesel, 4-speed), $6,600; 4-door hatchback (carburetor, 4-speed), $6,740; 4-door hatchback (diesel, 5-speed), $6,810; 4-door hatchback (FI, 5-speed), $7,075; 4-door hatchback (automatic, FI), $7,275. **Rabbit GL**—4-door hatchback (carburetor, 4-speed), $7,130; 4-door hatchback (5-speed, FI), $7,465; 4-door hatchback (automatic, FI), $7,665. **Rabbit GTI**—2-door hatchback (5-speed, FI), $8,350. **Rabbit Convertible**—Convertible (5-speed), $10,980; convertible (automatic), $11,405. (All Rabbit models except convertible are built in the U. S.) **Jetta**—2-door sedan (diesel, 4-speed, California only), $7,390; 2-door sedan (diesel, 5-speed), $7,390; 2-door sedan (5-speed, FI), $7,630; 2-door sedan (automatic, FI), $8,055; 4-door sedan (diesel, 4-speed, California only), $7,610; 4-door sedan (diesel, 5-speed), $7,610; 4-door sedan (5-speed, FI), $7,850; 4-door sedan (automatic, FI), $8,275. **Jetta GL**—4-door sedan (5-speed, FI), $8,210; 4-door sedan (automatic, FI), $8,635; 4-door sedan (turbodiesel, 5-speed), $9,210. **Jetta GLI**—4-door sedan (5-speed, FI), $8,690. **Scirocco**—Coupe (5-speed), $10,870; coupe (automatic), $11,295. **Quantum GLS**—4-door sedan (5-speed, FI), $12,980; 4-door sedan (automatic, FI), $13,405; 4-door wagon (5-speed, FI), $13,780; 4-door wagon (automatic, FI), $14,205. **Quantum GL**—4-door sedan (turbodiesel, 5-speed), $13,530; 4-door sedan (turbodiesel, automatic), $14,045; 4-door wagon (turbodiesel, 5-speed), $14,330; 4-door wagon (turbodiesel, automatic), $14,845. **Vanagon**—7-seater (4-speed), $11,675; 7-seater (automatic), $12,100; 9-seater (4-speed), $11,730; 9-seater (automatic), $12,155. **Vanagon GL**—7-seater (4-speed), $12,175; 7-seater (automatic), $12,600. **Vanagon Camper**—4-speed, $15,800; automatic, $16,225. **Power disk brakes** standard on all models. **Power steering** and **air conditioning** standard on Quantum. Radio standard on Rabbit convertible, Scirocco and Quantum.) (Prices do not include dealer prep fee.)

VOLVO—**DL Series** — 2-door sedan (overdrive), $11,330; 2-door sedan (automatic), $11,720; 4-door sedan (overdrive), $11,960; 4-door sedan (automatic), $12,350; 4-door wagon (overdrive), $12,385; 4-door wagon (automatic), $12,775. **GL Series**—4-door sedan (overdrive), $14,995; 4-door sedan (automatic), $15,385; 4-door wagon (overdrive), $15,550; 4-door wagon (automatic), $15,940. **Diesel** (not available in California)—4-door sedan (overdrive), $15,480; 4-door sedan (automatic), $15,770; 4-door wagon (overdrive), $16,035; 4-door wagon (automatic), $16,325. **Turbo**—2-door sedan (overdrive) $16,540; 2-door sedan (automatic), $16,930; 4-door sedan (overdrive), $16,850; 4-door sedan (automatic), $17,240; 4-door wagon (overdrive), $17,405; 4-door wagon (automatic), $17,795. **760-GLE**—4-door sedan (automatic), $21,225. **760-GLE Turbo Diesel** (not available in California)—4-door sedan (overdrive), $22,035; 4-door sedan (automatic), $22,470. (**Power disk brakes, power steering** standard on all models. **Air conditioning** standard on Diesel models, Turbo models and all 760-GLE models.)

Options/Equipment



Electronic components gain ground

The American consumer still loves to load up new cars with power, comfort and luxury items. Even with the trend toward smaller vehicles during the past decade, the demand for loaded interiors continues to grow. The 1983 model year was no exception. Along with the recovery in sales came a renewed demand for full-size luxury models, performance engines and new electronic options.

Power steering and brakes are pretty nearly standard equipment among domestic car models. Where they are optional, their popularity continues to grow. Other power equipment items like power side-windows and rear window defrosters, sometimes called defoggers, also continued gaining popularity on 1983 models.

The industry installed power steering in 90 percent of its domestic models. Power side-windows, which tend to fluctuate more or less with sales of more expensive and larger cars, increased to a 39 percent penetration from 30 percent penetration in the 1982 model year.

Rear window defrosters showed a 60 percent penetration, up from 55 percent in 1982. This option has been steadily growing in popularity over the years. It is still standard on only a few high-priced luxury lines.

Electronic componentry is one of the fastest-growing optional equipment areas. Digital clocks and electronic instrument panels, for example, have gained a lot of new ground in the options listing. Digital clocks in one form or another ended up on 43 percent of domestically produced cars in 1983, up from 34 percent the previous year.

Digital clocks are offered in various combinations by themselves or with various types of radios. General Motors, for example, offers digital clocks with AM pushbutton radios; AM/FM stereo electronically tuned radios (ETR), excluding seek/scan functions; and AM/FM stereo cassette with graphic equalizer ETR, excluding seek/scan. The use of AM-FM stereo radios reached 41 percent of domestic cars in 1983.

Electronic instrument panels went on 3 percent of domestic models last year, up from nearly 2 percent in 1982. They are still limited in availability, but have become standard on some models, like Pontiac 6000-STE.

Meanwhile, tilt and tilt/telescopic steering wheels continue to gain because of their convenience in smaller models. Tilt wheel was carried on 50 percent of industry production, up from 46 percent in 1982. Tilt/telescopic, confined to GM cars, was carried on 5 percent of production, up from 4.5 percent. Its an item GM still reserves for its high-priced lines, like Corvette, where it's standard.

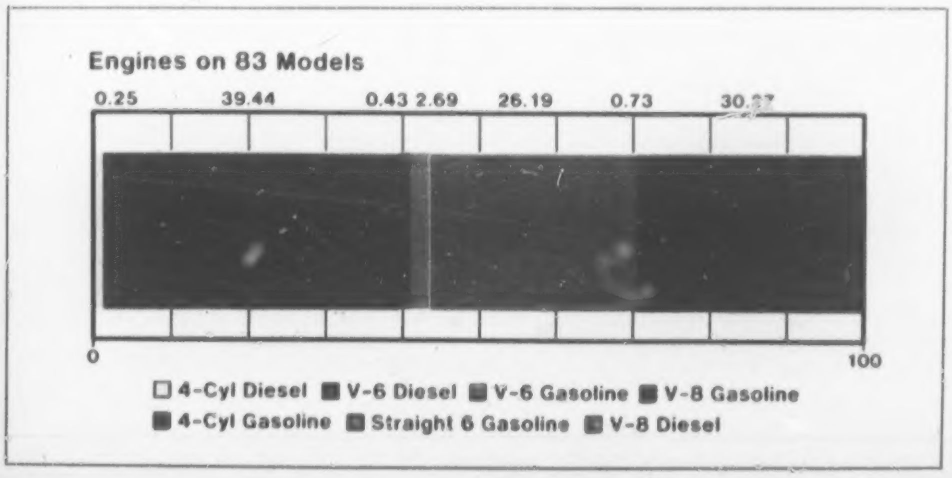
The talking car made its debut at Chrysler in 1983. The talking car or EVA, Electronic Vehicle Alert, gives 11 messages concerning mechanical and safety functions. The voice, which is male, also says please and thank-you and cuts into the radio when it needs to speak.

For 1984, the EVA is part of the electronic instrument panel on the new Laser. Standard equipment includes a 22-feature electronic monitor, electronic navigator, electronically tuned radio with digital clock and a computer-controlled fuel-injected powerplant.

ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	17,464	7.50	N.A.	......	N.A.	......	N.A.	......	N.A.	......	142,471	92.50	N.A.	......
Alliance	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	142,205	100.00	N.A.	......
Eagle	17,464	98.50	N.A.	......	N.A.	......	N.A.	......	N.A.	......	266	1.50	N.A.	......
CHRYSLER CORP	109,007	12.70	N.A.	......	N.A.	......	14,677	1.70	N.A.	......	733,345	85.60	N.A.	......
Chrysler-Plymouth Total	93,021	17.61	N.A.	......	N.A.	......	6,219	1 18	N.A.	......	428,849	81.21	N.A.	......
Turismo	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	37,628	100.00	N.A.	......
Horizon	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	57,164	100.00	N.A.	......
Reliant	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	174,170	100.00	N.A.	......
Gran Fury	11,190	71.1	N.A.	......	N.A.	......	4,599	28.90	N.A.	......	N.A.	......	N.A.	......
Fifth Avenue	81,831	98.00	N.A.	......	N.A.	......	1,670	20.00	N.A.	......	N.A.	......	N.A.	......
E-Class	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	43,305	100.00	N.A.	......
LeBaron	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	78,970	100.00	N.A.	......
New Yorker	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	37,607	100.00	N.A.	......
Dodge Total	15,786	4.91	N.A.	......	N.A.	......	8,468	2.60	N.A.	......	304,501	92.61	N.A.	......
Omni	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	34,009	100.00	N.A.	......
Charger	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	47,542	100.00	N.A.	......
Aries	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	136,440	100.00	N.A.	......
600	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	38,097	100.00	N.A.	......
Diplomat	15,986	65.40	N.A.	......	N.A.	......	8,458	34.60	N.A.	......	N.A.	......	N.A.	......
Dodge 400	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	413	100.00	N.A.	......
FORD MOTOR	361,440	27.98	N.A.	......	317,036	24.54	146,401	10.00	N.A.	......	489,342	37.48	......	......
Ford Division	132,279	15.80	N.A.	......	210,768	24.00	127,608	15.00	N.A.	......	385,278	45.20	N.A.	......
Escort	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	244,700	100.00	N.A.	......
EXP	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	19,291	100.00	N.A.	......
Mustang/Mustang II	36,625	30.30	N.A.	......	53,184	44.00	N.A.	......	N.A.	......	31,064	25.70	N.A.	......
LTD	N.A.	......	N.A.	......	87,069	55.90	58,253	37.40	N.A.	......	10,436	6.70	N.A.	......
Thunderbird	38,918	31.90	N.A.	......	70,515	57.80	N.A.	......	N.A.	......	12,566	100.00	N.A.	......
Crown Victoria	56,736	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Fairmont	N.A.	......	N.A.	......	N.A.	......	69,355	85.80	N.A.	......	11,907	14.20	N.A.	......
*Tempo	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	55,314	100.00	N.A.	......
L-M Division	229,161	50.58	N.A.	......	106,268	23.42	18,793	7.00	N.A.	......	104,064	22.00	N.A.	......
Lynx	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	75,108	100.00	N.A.	......
Capri	6,319	26.40	N.A.	......	10,912	43.00	N.A.	......	N.A.	......	7,765	30.60	N.A.	......
Marquis	N.A.	......	N.A.	......	45,669	67.80	18,793	27.90	N.A.	......	2,896	4.30	......	......
Cougar	26,056	34.40	N.A.	......	49,687	65.60	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Grand Marquis	95,718	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
LN7	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	699	100.00	......	......
*Topaz	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	17,596	100.00	N.A.	......
Continental	16,831	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Lincoln	53,381	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Mark VI	30,856	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
[illegible]ERAL MOTORS	1,322,206	36.99	43,945	1.22	1,249,162	34.72	N.A.	......	26,113	0.72	950,402	26.42	......	......
Buick Division	242,066	31.14	6,042	0.07	406,944	50.30	N.A.	......	4,853	0.06	143,690	18.43	N.A.	......
Skylark	N.A.	......	N.A.	......	56,090	53.60	N.A.	......	N.A.	......	48,556	46.40	N.A.	......
Skyhawk	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	63,152	100.00	N.A.	......
Century	N.A.	......	N.A.	......	91,722	71.70	N.A.	......	4,094	3.20	31,982	25.00	N.A.	......
Regal	4,565	2.00	685	0.20	218,881	97.50	N.A.	......	759	0.30	N.A.	......	N.A.	......
Buick	81,644	92.20	2,063	2.30	4,878	5.50	N.A.	......	N.A.	......	N.A.	......	N.A.	......
LeSabre	110,834	76.10	2,541	1.70	32,258	27.20	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Riviera	45,003	89.60	753	1.50	3,115	6.20	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Cadillac Division	268,338	91.00	5,181	2.50	N.A.	......	N.A.	......	N.A.	......	19,294	6.50	......	......
Cimarron	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	19,294	100.00	N.A.	......
Seville	21,791	97.90	639	2.10	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Eldorado	66,211	98.20	1,205	1.80	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Cadillac	172,336	98.10	3,337	1.90	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Chevrolet Division	367,820	31.80	5,550	0.04	325,773	27.33	N.A.	......	2,330	0.02	486,405	40.81	1,940	......
Chevette	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	167,697	98.90	1,940	1.10
Cavalier	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	218,588	100.00	N.A.	......
Celebrity	N.A.	......	N.A.	......	65,884	62.20	N.A.	......	2,330	2.20	37,709	35.60	N.A.	......
Camaro	90,123	58.40	N.A.	......	54,332	35.20	N.A.	......	N.A.	......	9,926	6.40	N.A.	......
Citation	N.A.	......	N.A.	......	39,670	43.10	N.A.	......	N.A.	......	52,485	56.90	N.A.	......
Malibu	32,160	27.40	N.A.	......	84,279	71.80	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Monte Carlo	44,974	46.70	N.A.	......	50,498	52.40	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Chevrolet	184,135	83.40	5,550	2.50	31,110	14.10	N.A.	......	N.A.	......	N.A.	......	N.A.	......
*Corvette	11,428	100.00	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Oldsmobile Division	348,714	37.46	23,079	2.50	383,615	42.50	N.A.	......	17,083	1.80	144,304	15.74	N.A.	......
Omega	N.A.	......	N.A.	......	22,121	41.00	N.A.	......	N.A.	......	31,816	59.00	N.A.	......
Firenza	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	40,757	100.00	N.A.	......
Cutlass	N.A.	......	2,650	.90	267,542	98.40	N.A.	......	1,903	0.70	N.A.	......	N.A.	......
Cutlass/Ciera	N.A.	......	N.A.	......	82,734	48.80	N.A.	......	15,180	8.90	71,736	42.30	N.A.	......
Oldsmobile	311,562	91.40	18,243	5.40	10,951	3.20	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Toronado	37,152	93.80	2,186	5.50	267	.70	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Pontiac Division	95,268	23.71	4,093	1.05	132,830	34.30	N.A.	......	1,847	0.47	156,709	40.47	N.A.	......
*6000	N.A.	......	N.A.	......	38,818	56.71	N.A.	......	1,847	2.37	28,010	40.92	N.A.	......
2000	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	78,329	100.00	N.A.	......
1000	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	25,058	99.54	119	0.46
Firebird	39,928	53.32	N.A.	......	27,333	36.50	N.A.	......	N.A.	......	N.A.	......	N.A.	......
Phoenix	N.A.	......	N.A.	......	10,606	38.57	N.A.	......	N.A.	......	7,623	10.18	N.A.	......
Grand Prix	16,448	40.95	129	0.32	23,589	58.73	N.A.	......	N.A.	......	16,889	61.43	N.A.	......
Bonneville	22,223	40.84	3,863	7.10	31,801	58.45	N.A.	......	N.A.	......	N.A.	......	N.A.	......
*Parisienne	16,669	95.55	101	0.58	683	3.92	N.A.	......	N.A.	......	N.A.	......	N.A.	......
VOLKSWAGEN	N.A.	......	N.A.	......	N.A.	......	N.A.	......	N.A.	......	59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,196	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.



Engines on 83 Models

Sales of diesel-powered cars in the U. S.

	Calendar year 1983	Percent share of market	Calendar year 1982	Percent share of market
Cadillac	3,984	2.30	16,939	5.40
Buick	11,121	6.42	30,417	9.71
Pontiac	2,288	1.32	6,312	2.01
Chevrolet	4,877	2.81	27,549	8.79
Oldsmobile	33,174	19.14	75,482	24.08
GM total	55,444	32.00	156,699	49.99
VWoA	29,844	17.22	59,887	19.11
Audi	6,144	3.55	7,415	2.37
VW-Audi total	35,988	20.77	67,302	21.48
Mercedes-Benz	54,042	31.19	52,051	16.61
Peugeot	5,454	3.15	9,637	3.07
Volvo	7,436	4.29	7,405	2.37
Datsun	5,894	3.40	8,836	2.82
Isuzu	6,317	3.65	11,477	3.66
Ford Motor Co.	2,700*	1.56	......	......
TOTAL	173,275		313,407	

*Estimate

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1983 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	17,911	11.20	31,337	19.59	40,582	25.37	N.A.	—	N.A.	—	12,473	7.80	N.A.	—	N.A.	—
Alliance	15,074	10.60	28,677	18.90	33,845	23.80	N.A.	—	N.A.	—	10,523	7.40	N.A.	—	N.A.	—
Eagle	2,837	16.00	2,660	15.00	6,737	38.00	N.A.	—	N.A.	—	1,950	11.00	N.A.	—	N.A.	—
CHRYSLER CORP.	157,935	18.43	N.A.	—	410,518	47.90	N.A.	—	N.A.	—	115,570	13.48	N.A.	—	N.A.	—
Chrysler-Plymouth Total	85,647	16.22	N.A.	—	256,188	18.51	N.A.	—	N.A.	—	98.421	18.64	N.A.	—	N.A.	—
Horizon	13,319	23.30	N.A.	—	16,006	28.00	N.A.	—	N.A.	—	400	0.70	N.A.	—	N.A.	—
Reliant	53,644	30.80	N.A.	—	86,562	49.70	N.A.	—	N.A.	—	2,438	1.40	N.A.	—	N.A.	—
Turismo	4,967	13.20	N.A.	—	18,588	49.40	N.A.	—	N.A.	—	2,070	5.50	N.A.	—	N.A.	—
Gran Fury	4,989	31.70	N.A.	—	5,273	33.50	N.A.	—	N.A.	—	126	0.08	N.A.	—	N.A.	—
Fifth Avenue	1,587	1.90	N.A.	—	30,144	36.10	N.A.	—	N.A.	—	51,770	62.00	N.A.	—	N.A.	—
LeBaron	4,580	5.80	N.A.	—	51,094	64.70	N.A.	—	N.A.	—	15,873	20.10	N.A.	—	N.A.	—
E-Class	2,035	4.70	N.A.	—	31,786	73.40	N.A.	—	N.A.	—	6,452	14.90	N.A.	—	N.A.	—
New Yorker	526	1.40	N.A.	—	16,735	44.50	N.A.	—	N.A.	—	19,292	51.30	N.A.	—	N.A.	—
Dodge Total	72,288	21.97	N.A.	—	154,330	46.92	N.A.	—	N.A.	—	17,149	52.10	N.A.	—	N.A.	—
Omni	11,990	22.20	N.A.	—	14.042	26.00	N.A.	—	N.A.	—	378	0.70	N.A.	—	N.A.	—
Aries	36,975	27.10	N.A.	—	66,856	49.00	N.A.	—	N.A.	—	1,910	1.40	N.A.	—	N.A.	—
Charger	7,464	15.70	N.A.	—	24,439	51.40	N.A.	—	N.A.	—	3,423	7.20	N.A.	—	N.A.	—
Dodge 400	2,614	9.20	N.A.	—	17,730	62.40	N.A.	—	N.A.	—	3,893	13.70	N.A.	—	N.A.	—
Dodge 600	2,286	6.00	N.A.	—	25,030	65.70	N.A.	—	N.A.	—	6,934	18.20	N.A.	—	N.A.	—
Diplomat	10,951	44.80	N.A.	—	6,233	25.50	N.A.	—	N.A.	—	611	2.50	N.A.	—	N.A.	—
FORD MOTOR	206,966	16.02	34,972	2.71	441,438	34.18	10,211	0.79	511	0.04	326,092	25.25	41,371	3.20	5,547	0.43
Ford Division	172,364	20.91	27,471	3.28	268,580	32.03	3,054	0.36	511	0.06	103,998	12.40	41,371	4.93	5,547	0.66
Escort	81,240	33.20	13,459	5.50	49,919	20.40	489	0.20	N.A.	—	12,480	5.10	N.A.	—	N.A.	—
Fairmont	25,743	33.90	4,565	6.00	36,365	47.90	118	0.20	N.A.	—	1,268	1.70	N.A.	—	N.A.	—
Mustang/Mustang II	15,230	12.60	1,813	1.50	39,646	32.80	604	0.50	N.A.	—	45,811	37.90	N.A.	—	N.A.	—
LTD	26,675	18.50	5,677	3.90	82,083	56.80	574	0.40	N.A.	—	13,835	9.60	2,923	2.00	398	0.30
Thunderbird	6,965	6.10	N.A.	—	42,691	37.60	352	0.30	N.A.	—	16,114	14.20	35,183	31.00	4,764	4.20
Crown Victoria	5,787	10.20	N.A.	—	29,389	51.80	908	1.60	511	0.90	8,851	15.60	1,581	11.60	227	0.40
EXP	575	25.60	22	1.00	537	23.90	9	0.40	N.A.	—	660	29.40	N.A.	—	N.A.	—
*Tempo	10,149	18.40	1,935	3.50	30,641	55.40	N.A.	—	N.A.	—	4,979	9.00	1,684	3.00	158	0.30
L-M Division	34,602	7.64	7,501	1.66	172,858	38.15	7,157	1.58	N.A.	—	222,094	49.02	N.A.	—	N.A.	—
Lynx	18,695	26.90	4,656	6.70	17,861	25.70	139	0.20	N.A.	—	6,880	9.90	N.A.	—	N.A.	—
Capri	2,538	10.00	711	2.80	4,948	19.50	102	0.40	N.A.	—	15,327	60.40	N.A.	—	N.A.	—
Marquis	8,689	12.90	1,549	2.30	41,964	62.30	337	0.50	N.A.	—	13,202	19.60	N.A.	—	N.A.	—
Cougar	18.94	2.50	N.A.	—	32,418	42.80	530	0.70	N.A.	—	37,947	50.10	N.A.	—	N.A.	—
Grand Marquis	N.A.	—	N.A.	—	39,244	41.00	3,063	3.20	N.A.	—	52,071	54.40	N.A.	—	N.A.	—
LN7	41	5.90	4	0.60	161	23.00	5	0.70	N.A.	—	433	61.90	N.A.	—	N.A.	—
*Topaz	2,745	15.60	581	3.30	9,326	53.00	N.A.	—	N.A.	—	4,135	23.50	N.A.	—	N.A.	—
Continental	N.A.	—	N.A.	—	808	4.80	152	0.90	N.A.	—	15,872	94.30	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	23,968	44.90	107	1.70	N.A.	—	28,505	53.40	N.A.	—	N.A.	—
Mark VII	N.A.	—	N.A.	—	2,160	7.00	1,922	3.60	N.A.	—	47,722	89.40	N.A.	—	N.A.	—
GENERAL MOTORS	500,568	13.92	151,274	4.21	1,563,877	43.48	8,991	0.25	2,570	0.07	856,766	23.82	29,120	0.81	6,495	0.18
Buick Division	67,137	8.30	N.A.	—	440,045	54.43	3,369	4.17	N.A.	—	276,149	34.16	1,112	0.14	339	0.04
Skylark	25,825	24.70	N.A.	—	64,164	61.30	N.A.	—	N.A.	—	12,592	12.00	N.A.	—	N.A.	—
Skyhawk J	9,326	14.80	N.A.	—	41,475	65.70	N.A.	—	N.A.	—	10,950	17.30	N.A.	—	N.A.	—
Century	9,342	7.30	N.A.	—	80,853	63.20	N.A.	—	N.A.	—	35,717	27.90	N.A.	—	N.A.	—
Regal	15,714	6.90	N.A.	—	142,894	62.60	N.A.	—	N.A.	—	60,049	26.30	N.A.	—	N.A.	—
Buick	6,930	2.96	N.A.	—	102,126	43.60	3,646	1.56	N.A.	—	116,082	49.56	1,112	0.47	339	0.15
Riviera	N.A.	—	N.A.	—	8,533	17.00	723	1.40	N.A.	—	40,759	81.10	N.A.	—	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	105,372	35.99	4,622	1.58	N.A.	—	136,894	46.75	23,483	8.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	7,532	39.00	N.A.	—	N.A.	—	11,762	61.00	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	6,001	19.70	N.A.	—	N.A.	—	13,328	43.80	3,007	9.90	N.A.	—
Eldorado	N.A.	—	N.A.	—	16,299	24.20	933	1.40	N.A.	—	31,521	46.80	5,544	8.20	N.A.	—
Cadillac	N.A.	—	N.A.	—	75,540	43.00	3,689	2.10	N.A.	—	80,283	45.70	14,932	8.50	N.A.	—
Chevrolet Division	315,733	26.49	145,702	12.23	361,010	30.29	N.A.	—	N.A.	—	211,744	17.77	N.A.	—	N.A.	—
Chevette	104,482	61.60	23,217	13.70	12,253	7.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	57,886	26.50	44,721	20.50	65,805	30.10	N.A.	—	N.A.	—	21,591	9.90	N.A.	—	N.A.	—
Celebrity	19,172	18.10	25,739	24.30	44,911	42.40	N.A.	—	N.A.	—	11,016	10.40	N.A.	—	N.A.	—
Camaro	10,786	7.00	4,031	2.60	43,367	28.10	N.A.	—	N.A.	—	74,220	48.10	N.A.	—	N.A.	—
Citation	45,560	49.40	14,127	15.30	20,993	22.80	N.A.	—	N.A.	—	4,521	4.90	N.A.	—	N.A.	—
Malibu	37,977	32.30	11,545	9.80	38,635	32.90	N.A.	—	N.A.	—	7,010	6.00	N.A.	—	N.A.	—
Monte Carlo	10,637	11.00	4,782	5.00	42,214	43.80	N.A.	—	N.A.	—	24,383	25.30	N.A.	—	N.A.	—
Chevrolet	29,233	13.20	17,486	7.90	92,531	41.90	N.A.	—	N.A.	—	52,906	24.00	N.A.	—	N.A.	—
*Corvette	N.A.	—	N.A.	—	201	1.80	N.A.	—	N.A.	—	16,097	97.06	N.A.	—	N.A.	—
Oldsmobile Division	53,067	5.79	N.A.	—	493,191	52.72	N.A.	—	N.A.	—	342,563	37.37	4,525	0.49	6,156	0.67
Omega	14,037	2.60	N.A.	—	32,115	59.60	N.A.	—	N.A.	—	6,914	12.80	N.A.	—	N.A.	—
Firenza	9,867	24.20	N.A.	—	22,986	56.40	N.A.	—	N.A.	—	7,092	17.40	N.A.	—	N.A.	—
Cutlass	12,507	4.60	N.A.	—	163,951	60.30	N.A.	—	N.A.	—	85,102	31.30	N.A.	—	N.A.	—
Cutlass/Ciera	10,183	0.60	N.A.	—	105,090	61.90	N.A.	—	N.A.	—	52,080	30.70	N.A.	—	827	0.50
Oldsmobile	6,473	1.90	N.A.	—	159,049	46.70	N.A.	—	N.A.	—	161,346	47.30	4,525	1.30	4,055	1.20
Toronado	N.A.	—	N.A.	—	9,326	23.50	N.A.	—	N.A.	—	30,029	75.80	N.A.	—	1,274	3.20
Pontiac Division	64,631	16.69	5,572	1.44	164,259	42.43	N.A.	—	2,570	0.66	101,160	26.13	N.A.	—	N.A.	—
*6000	5,932	8.67	N.A.	—	39,754	58.08	N.A.	—	N.A.	—	20,540	30.01	N.A.	—	N.A.	—
2000	21,496	27.38	N.A.	—	13,567	17.32	N.A.	—	N.A.	—	8,754	11.18	N.A.	—	N.A.	—
1000	16,947	65.24	3,255	12.53	3,002	12.71	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	2,904	3.88	N.A.	—	29,570	39.49	N.A.	—	N.A.	—	34,064	45.49	N.A.	—	N.A.	—
Phoenix	9,327	33.92	2,317	8.43	11,939	43.42	N.A.	—	2,570	9.35	N.A.	—	N.A.	—	N.A.	—
Grand Prix	2,370	5.90	N.A.	—	22,351	55.65	N.A.	—	N.A.	—	22,511	56.05	N.A.	—	N.A.	—
*Parisienne	302	1.73	N.A.	—	10,263	58.83	N.A.	—	N.A.	—	6,106	35.00	N.A.	—	N.A.	—
Bonneville	5,403	9.93	N.A.	—	33,813	62.14	N.A.	—	N.A.	—	9,185	16.88	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	8,226	11.20	5,068	6.90	N.A.	—	N.A.	—	6,904	9.40	N.A.	—	N.A.	—
Total Cars, U. S.	883,380	14.78	225,809	3.78	2,431,483	40.67	19,202	0.32	3,081	0.05	1,317,805	22.04	70,497	1.18	12,042	0.20

*—Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

7:46
ON
DNR
TREB
BASS
SCAN
SEEK
AUTO REVERSE
DOLBY SYSTEM

ENGINE ASSISTS ON 1983 U. S. MODELS

	Turbo Charging	Percent of Output	Fuel Injection	Percent of Output
AMERICAN MOTORS	N.A.	......	142,205	88.91
Alliance	N.A.	......	142,205	100.00
Eagle	N.A.	......	N.A.	....
CHRYSLER CORP.	N.A.	......	N.A.	....
Chrysler-Plymouth Total	N.A.	......	N.A.	....
Turismo	N.A.	......	N.A.	....
Horizon	N.A.	......	N.A.	....
Reliant	N.A.	......	N.A.	....
Gran Fury	N.A.	......	N.A.	....
Fifth Avenue	N.A.	......	N.A.	....
E-Class	N.A.	......	N.A.	....
LeBaron	N.A.	......	N.A.	....
New Yorker	N.A.	......	N.A.	....
Dodge Total	N.A.	......	N.A.	....
Omni	N.A.	......	N.A.	....
Charger	N.A.	......	N.A.	....
Aries	N.A.	......	N.A.	....
600	N.A.	......	N.A.	....
Diplomat	N.A.	......	N.A.	....
FORD MOTOR	13,551	1.04	338,326	26.19
Ford Division	13,170	1.57	111,587	13.31
Escort	N.A.	......	9,057	3.70
EXP	N.A.	......	231	10.27
Mustang/Mustang II	604	0.50	604	0.50
LTD	N.A.	......	N.A.	....
Thunderbird	12,566	10.30	15,484	42.20
Crown Victoria	N.A.	......	50,211	88.50
Fairmont	N.A.	......	N.A.	....
Tempo	N.A.	......	N.A.	....
L-M Division	381	0.08	226,739	50.05
Lynx	N.A.	......	3,405	4.90
Capri	381	1.50	381	1.50
Marquis	N.A.	......	N.A.	....
Cougar	N.A.	......	26,056	34.40
Grand Marquis	N.A.	......	95,718	100.00
LN7	N.A.	......	111	15.90
Topaz	N.A.	......	N.A.	....
Continental	N.A.	......	16,831	100.00
Lincoln	N.A.	......	53,381	100.00
Mark VI	N.A.	......	30,356	100.00
GENERAL MOTORS	4,986	0.01	1,034,910	28.77
Buick Division	4,986	0.62	143,725	17.78
Skylark	N.A.	......	48,531	46.40
Skyhawk J	N.A.	......	63,152	100.00
Century	N.A.	......	32,042	25.01
Regal	3,652	1.60	N.A.	....
Buick	N.A.	......	N.A.	....
Riviera	1,334	2.7	N.A.	....
Cadillac Division	N.A.	......	287,637	98.23
Cimarron	N.A.	......	19,294	100.00
Seville	N.A.	......	29,791	97.90
Eldorado	N.A.	......	66,216	98.22
Cadillac	N.A.	......	172,336	98.10
Chevrolet Division	N.A.	......	336,889	28.27
Chevette	N.A.	......	N.A.	....
Cavalier	N.A.	......	203,068	92.90
Celebrity	N.A.	......	37,709	35.60
Camaro	N.A.	......	29,641	19.20
Citation	N.A.	......	49,886	54.10
Malibu	N.A.	......	N.A.	....
Monte Carlo	N.A.	......	N.A.	....
Chevrolet	N.A.	......	N.A.	....
Corvette	N.A.	......	16,585	100.00
Oldsmobile Division	N.A.	......	140,540	15.33
Omega	N.A.	......	31,816	59.00
Firenza	N.A.	......	36,962	90.70
Cutlass	N.A.	......	N.A.	....
Cutlass/Ciera	N.A.	......	71,762	42.30
Oldsmobile	N.A.	......	N.A.	....
Toronado	N.A.	......	N.A.	....
Pontiac Division	N.A.	......	126,119	32.58
6000	N.A.	......	28,017	40.43
2000	N.A.	......	66,474	84.87
1000	N.A.	......	N.A.	....
Firebird	N.A.	......	16,748	22.37
Phoenix	N.A.	......	14,880	54.12
Grand Prix	N.A.	......	N.A.	....
Bonneville	N.A.	......	N.A.	....
Parisienne	N.A.	......	N.A.	....
VOLKSWAGEN	807	1.10	62,870	85.60
Total Cars, U. S.	19,344	0.03	1,578,311	26.40

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

TIRE OPTIONS ON 1983 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS	63,075	39.44	96,860	60.56	74,280	46.44	3,176	1.99
Alliance	58,731	41.30	83,474	58.70	58,873	41.40	995	0.70
Eagle	4,344	24.50	13,386	75.50	15,407	86.90	2,181	12.30
CHRYSLER CORP.	401,423	46.84	449,373	52.43	703,892	82.13	92,738	10.82
Chrysler-Plymouth Total	288,252	54.58	237,320	44.94	448,618	84.95	36,459	6.90
Turismo	13,057	34.70	24,571	65.30	26,904	71.50	12,530	33.30
Horizon	3,887	6.80	53,276	93.20	33,955	59.40	2,400	4.20
Reliant	27,170	15.60	145,954	83.80	137,420	78.90	17,417	10.00
Gran Fury	755	4.80	13,519	85.90	6,956	44.20	....	....
Fifth Avenue	83,501	100.00	....	....	83,501	100.00	....	....
E-Class	43,305	100.00	....	....	43,305	100.00	736	1.70
LeBaron	78,970	100.00	....	....	78,970	100.00	2,211	2.80
New Yorker	37,607	100.00	....	....	37,607	100.00	1,165	3.10
Dodge Total	113,171	34.40	212,053	64.46	255,274	77.60	56,279	17.11
Omni	2,808	5.20	51,200	94.80	30,029	55.60	2,268	4.20
Charger	23,628	49.70	23,913	50.30	31,520	66.30	23,105	48.60
Aries	21,011	15.40	115,428	84.60	117,474	86.10	15,417	11.30
600	38,097	100.00	....	....	23,963	62.90	14,438	37.90
Diplomat	635	2.60	20,092	82.20	24,444	100.00	....	....
Dodge 400	26,992	95.00	1,420	5.00	27,844	98.00	1,051	3.70
FORD MOTOR	1,291,594	100.00	N.A.	....	875,501	67.78	281,329	21.78
Ford Division	838,539	100.00	N.A.	....	508,865	60.68	151,789	18.10
Escort	244,780	100.00	N.A.	....	52,872	21.60	11,749	4.80
EXP	2,246	100.00	N.A.	....	N.A.	....	557	24.80
Mustang/Mustang II	120,873	100.00	N.A.	....	57,536	47.60	45,207	37.40
LTD	155,758	100.00	N.A.	....	146,101	93.80	9,813	6.30
Thunderbird	121,999	100.00	N.A.	....	102,235	83.80	56,632	45.60
Crown Victoria	56,736	100.00	N.A.	....	48,055	84.70	7,205	12.70
Fairmont	80,833	100.00	N.A.	....	72,750	90.00	12.610	15.60
*Tempo	55,314	100.00	N.A.	....	29,316	53.00	9,016	16.30
L-M Division	453,055	100.00	N.A.	....	366,636	80.93	129,540	28.59
Lynx	69,497	100.00	N.A.	....	17,999	25.90	8,270	11.90
Capri	25,376	100.00	N.A.	....	12,180	48.00	3,883	15.30
Marquis	67,358	100.00	N.A.	....	65,943	97.90	3,907	5.80
Cougar	75,743	100.00	N.A.	....	68,320	90.20	17,875	23.60
Grand Marquis	95,718	100.00	N.A.	....	95,718	100.00	31,970	33.40
LN7	699	100.00	N.A.	....	164	23.40	528	75.50
*Topaz	17,596	100.00	N.A.	....	5,244	29.80	15,872	90.20
Continental	16,831	100.00	N.A.	....	16,831	100.00	9,863	58.60
Lincoln	53,381	100.00	N.A.	....	53,381	100.00	20,125	37.70
Mark VI	30,856	100.00	N.A.	....	30,856	100.00	22,247	72.10
GENERAL MOTORS	2,541,992	70.67	1,054,759	29.33	2,911,466	80.95	1,168,661	32.49
Buick Division	644,131	79.68	164,285	20.32	666,994	82.51	120,482	14.90
Skylark	25,639	24.50	79,008	75.50	97,740	93.40	5,756	5.50
Skyhawk J	13,957	22.10	49,195	77.90	47,048	74.50	12,630	20.00
Century	93,898	73.40	34,028	26.60	11,565	90.40	13,816	10.80
Regal	226,185	99.10	2,054	0.90	226,641	99.30	44,278	19.40
Buick	234,218	100.00	N.A.	....	234,218	100.00	40,988	17.50
Riviera	50,234	100.00	N.A.	....	49,782	99.10	3,014	6.00
Cadillac Division	292,814	100.00	N.A.	....	279,752	95.54	119,072	40.66
Cimarron	19,294	100.00	N.A.	....	6,232	32.30	19,294	100.00
Seville	30,430	100.00	N.A.	....	30,430	100.00	30,430	100.00
Eldorado	67,416	100.00	N.A.	....	67,416	100.00	67,416	100.00
Cadillac	175,674	100.00	N.A.	....	175,674	100.00	1,932	1.10
Chevrolet Division	660,284	55.40	531,501	44.60	851,440	71.44	646,381	54.24
Chevette	8,309	4.90	161,254	95.10	91,055	53.70	169,563	100.00
Cavalier	42,843	19.60	175,745	80.40	148,858	68.10	181,865	83.20
Celebrity	42,899	40.50	63,024	59.50	98,402	92.90	13,134	12.40
Camaro	146,353	94.80	8,028	5.20	51,409	33.30	147,897	95.80
Citation	21,485	23.30	70,726	76.70	66,484	72.10	49,886	54.10
Malibu	64,702	55.10	52,724	44.90	97,464	83.00	18,906	16.10
Monte Carlo	96,319	100.00	N.A.	....	88,902	92.30	48,545	50.40
Chevrolet	220,789	100.00	N.A.	....	208,866	94.60	N.A.	....
*Corvette	16,585	100.00	N.A.	....	N.A.	....	16,585	100.00
Oldsmobile Division	722,175	78.79	194,408	21.21	872,170	95.15	175,334	19.13
Omega	13,428	24.90	40,498	75.10	48,965	90.80	10,839	20.10
Firenza	6,276	15.40	34,476	84.60	33,376	81.90	15,812	38.80
Cutlass	271,892	100.00	N.A.	....	254,763	93.70	109,301	40.20
Cutlass/Ciera	50,216	29.60	119,434	70.40	158,792	93.60	33,930	20.00
Oldsmobile	340,758	100.00	N.A.	....	336,669	98.80	5,452	1.60
Toronado	39,605	100.00	N.A.	....	39,605	100.00	N.A.	....
Pontiac Division	222,588	57.49	164,565	42.50	241,110	62.27	107,392	27.74
*6000	40,797	59.60	27,654	40.40	44,288	64.70	20,741	30.30
2000	18,721	23.90	59,608	76.10	41,828	53.40	9,634	12.30
1000	1,190	4.58	24,782	95.40	11,742	45.20	1,325	5.10
Firebird	60,057	80.20	14,827	19.80	12,955	17.30	55,339	73.90
Phoenix	10,585	38.50	16,908	61.50	20,812	75.70	1,650	6.00
Grand Prix	40,165	100.00	N.A.	....	39,522	98.40	14,540	36.20
Bonneville	33,628	61.80	20,786	38.20	52,727	96.90	4,163	7.65
*Parisienne	17,445	100.00	N.A.	....	17,236	98.80	N.A.	....
VOLKSWAGEN	73,446	100.00	N.A.	....	514	0.70	25,045	34.10
Total Cars, N. S.	4,371,530	73.12	1,600,992	26.78	4,565,653	76.36	1,570,949	26.28

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

TRANSMISSION OPTIONS on 1983 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	78,135	48.85	25,254	15.79	56,546	35.36
Alliance	62,855	44.20	24,459	17.20	54,891	38.60
Eagle	15,280	86.18	795	4.48	1,655	9.34
CHRYSLER CORP.	732,644	85.49	50,575	5.90	73,810	8.61
C-P Total	473,237	89.61	25,892	4.91	28,955	5.48
Turismo	18,212	48.40	5,306	14.10	14,110	37.50
Horizon	34,699	60.70	12,748	22.30	9,717	17.00
Reliant	162,152	93.10	7,838	4.50	4,180	2.40
Gran Fury	15,739	100.00	NA	....	NA	....
Fifth Avenue	83,501	100.00	NA	....	NA	....
E-Class	43,305	100.00	NA	....	NA	....
LeBaron	78,022	98.80	NA	....	948	1.20
New Yorker	37,607	100.00	NA	....	NA	....
Dodge Total	259,407	78.86	24,683	7.50	44,855	13.64
Omni	30,407	56.30	12,152	22.50	11,450	21.20
Charger	16,735	35.20	4,754	10.00	26,053	54.80
Aries	125,115	91.70	7,777	5.70	3,548	2.60
400	27,390	96.40	NA	....	1,023	3.60
600	35,316	92.70	NA	....	2,781	7.30
Diplomat	24,444	100.00	NA	....	NA	....
FORD MOTOR	1,023,204	79.22	142,097	11.00	126,293	9.78
Ford Division	622,250	74.21	115,640	13.79	100,649	12.00
Escort	112,599	46.00	84,204	34.40	47,977	19.60
EXP	400	17.80	276	12.30	1,570	69.90
Mustang	67,689	56.00	29,251	24.20	23,933	19.80
LTD	155,291	99.70	467	0.30	NA	....
Thunderbird	109,433	89.70	NA	....	12,566	10.30
Crown Victoria	56,736	100.00	NA	....	NA	....
Fairmont	79,944	98.90	889	1.10	NA	....
Tempo	40,158	72.60	553	1.00	14,603	26.40
L-M Division	400,954	88.50	26,457	5.84	25,644	5.66
Lynx	34,957	50.30	18,903	27.20	15,637	22.50
Capri	13,906	54.80	7,334	28.90	4,136	16.30
Marquis	67,156	99.70	202	0.30	NA	....
Cougar	75,743	100.00	NA	....	NA	....
Grand Marquis	95,718	100.00	NA	....	NA	....
LN7	142	20.40	NA	....	557	79.60
Topaz	12,264	69.70	18	1.10	5,314	30.20
Continental	16,831	100.00	NA	....	NA	....
Lincoln	53,381	100.00	NA	....	NA	....
Mark VII	30,856	100.00	NA	....	NA	....
GENERAL MOTORS	3,349,048	93.12	123,850	3.44	123,858	3.44
Buick Division	792,266	98.00	6,235	0.77	9,915	1.23
Skylark	102,138	97.60	2,509	2.40	NA	....
Skyhawk	49,511	78.40	3,726	5.90	9,915	15.70
Century	127,926	100.00	NA	....	NA	....
Regal	228,239	100.00	NA	....	NA	....
Buick	234,218	100.00	NA	....	NA	....
Riviera	50,234	100.00	NA	....	NA	....
Cadillac Division	289,457	98.85	NA	....	3.357	1.15
Cimarron	15,937	82.60	NA	....	3,357	17.40
Seville	30,430	100.00	NA	....	NA	....
Eldorado	67,416	100.00	NA	....	NA	....
Cadillac	175,674	100.00	NA	....	NA	....
Chevrolet Division	1,022,781	85.82	102,349	8.59	66,655	5.59
Chevette	103,770	61.20	59,010	34.80	6,783	4.00
Cavalier	160,880	73.60	29,947	13.70	27,761	12.70
Celebrity	105,923	100.00	NA	....	NA	....
Camaro	118,409	76.70	3,861	2.50	32,111	20.80
Citation	82,713	89.70	9,498	10.30	NA	....
Malibu	117,426	100.00	NA	....	NA	....
Monte Carlo	96,319	100.00	NA	....	NA	....
Chevrolet	220,789	100.00	NA	....	NA	....
Corvette	16,552	99.80	33	0.20	NA	....
Oldsmobile Division	906,916	98.95	3,296	0.35	6,371	0.70
Omega	52,508	97.37	1,418	2.63	NA	....
Firenza	32,503	79.76	1,878	4.61	6,371	15.63
Cutlass	271,892	100.00	NA	....	NA	....
Ciera	169,650	100.00	NA	....	NA	....
Oldsmobile	340,758	100.00	NA	....	NA	....
Toronado	39,605	100.00	NA	....	NA	....
Pontiac Division	337,628	87.21	11,970	3.09	37,560	9.70
6000	68,451	100.00	NA	....	NA	....
2000	54,125	69.10	3,211	4.10	20,993	26.80
1000	16,366	63.00	7,715	29.70	1,896	7.30
Firebird	60,956	81.40	NA	....	13,928	18.60
Phoenix	25,706	93.50	1,044	3.80	743	2.70
Grand Prix	40,165	100.00	NA	....	NA	....
Bonneville	54,414	100.00	NA	....	NA	....
Parisienne	17,445	100.00	NA	....	NA	....
VOLKSWAGEN	14,836	20.20	19,096	26.00	39,514	53.80
Total cars, U. S.	5,197,867	86.94	360,872	6.03	420,021	7.03

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Transmission Installations on 83 Models

STEERING WHEEL, ELECTRONIC OPTIONS ON 1983 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	95,599	59.77	N.A.	....	12,411	7.76	N.A.	....
Alliance	82,479	58.00	N.A.	....	N.A.	....	N.A.	....
Eagle	13,120	74.00	N.A.	....	12,411	70.00	N.A.	....
CHRYSLER CORP.	416,960	48.89	N.A.	....	271,814	31.72	N.A.	....
Chrysler-Plymouth Total	294,295	55.73	N.A.	....	209,904	39.75	N.A.	....
Turismo	N.A.	....	N.A.	....	N.A.	....	N.A.	....
Horizon	N.A.	....	N.A.	....	N.A.	....	N.A.	....
Reliant	72,977	41.90	N.A.	....	20,029	11.50	N.A.	....
Gran Fury	1,904	12.10	N.A.	....	4,674	29.70	N.A.	....
Fifth Avenue	83,501	100.00	N.A.	....	79,409	95.10	N.A.	....
E-Class	41,053	94.80	N.A.	....	25,680	59.30	N.A.	....
LeBaron	57,253	72.50	N.A.	....	46,040	58.30	N.A.	....
New Yorker	37,607	100.00	N.A.	....	34,072	90.60	N.A.	....
Dodge Total	124,665	37.90	N.A.	....	61,910	18.82	N.A.	....
Omni	N.A.	....	N.A.	....	N.A.	....	N.A.	....
Charger	N.A.	....	N.A.	....	N.A.	....	N.A.	....
Aries	56,486	....	N.A.	....	16,782	12.30	N.A.	....
600	35,812	94.00	N.A.	....	21,944	57.60	N.A.	....
Diplomat	4,693	19.20	N.A.	....	8,580	35.10	N.A.	....
Dodge 400	27,674	97.40	N.A.	....	14,604	51.40	N.A.	....
FORD MOTOR	548,698	42.48	106,956	8.28	622,110	48.17	N.A.	....
Ford Division	311,424	37.14	34,145	4.07	306,336	36.53	N.A.	....
Escort	41,857	17.10	N.A.	....	N.A.	....	N.A.	....
EXP	2,246	100.00	N.A.	....	N.A.	....	N.A.	....
Mustang/Mustang II	53,305	44.10	N.A.	....	51,371	42.50	N.A.	....
LTD	76,944	49.40	2,181	1.40	90,340	58.00	N.A.	....
Thunderbird	61,731	50.60	31,964	26.20	99,186	81.30	N.A.	....
Crown Victoria	25,304	44.60	N.A.	....	38,864	68.50	N.A.	....
Fairmont	808	1.00	N.A.	....	11,640	14.40	N.A.	....
Tempo	49,229	89.00	N.A.	....	14,935	27.00	N.A.	....
L-M Division	237,274	52.37	72,811	16.07	315,774	69.70	N.A.	....
Lynx	14,525	20.90	9,174	13.20	N.A.	....	N.A.	....
Capri	23,397	92.20	N.A.	....	8,856	34.90	N.A.	....
Marquis	43,244	64.20	808	1.20	49,373	73.30	N.A.	....
Cougar	45,749	60.40	11,664	15.40	58,701	77.50	N.A.	....
Grand Marquis	55,038	57.50	6,221	6.50	91,889	96.00	N.A.	....
LN7	699	100.00	N.A.	....	N.A.	....	N.A.	....
Topaz	9,678	55.00	N.A.	....	6,528	37.10	N.A.	....
Continental	16,831	100.00	16,831	100.00	16,831	100.00	N.A.	....
Lincoln	5,125	9.60	5,125	9.60	52,740	98.80	N.A.	....
Mark VI	22,988	74.50	22,988	74.50	30,856	100.00	N.A.	....
GENERAL MOTORS	1,512,842	42.06	79,700	2.22	2,103,331	58.49	305,444	8.49
Buick Division	153,163	18.94	6,221	0.80	568,939	70.38	15,910	1.97
Skylark	104	0.10	N.A.	....	58,498	55.90	N.A.	....
Skyhawk J	63	0.10	N.A.	....	30,502	48.30	N.A.	....
Century	128	0.10	2,303	1.80	99,399	77.70	N.A.	....
Regal	N.A.	....	N.A.	....	178,711	78.30	N.A.	....
Buick	102,634	43.82	N.A.	....	201,779	86.15	11,992	5.12
Riviera	50,234	100.00	3,918	7.80	50	0.10	3,918	7.80
Cadillac Division	292,814	100.00	46,952	16.03	18,117	6.19	259,693	88.69
Cimarron	19,294	100.00	N.A.	....	18,117	93.90	N.A.	....
Seville	30,430	100.00	15,671	51.50	N.A.	....	29,882	98.20
Eldorado	67,416	100.00	31,281	46.40	N.A.	....	65,731	97.50
Cadillac	175,674	100.00	N.A.	....	N.A.	....	164,080	93.40
Chevrolet Division	329,692	27.66	16,585	1.39	542,544	45.52	16,585	1.39
Chevette	N.A.	....	N.A.	....	16,956	10.00	N.A.	....
Cavalier	77,380	35.40	N.A.	....	73,008	33.40	N.A.	....
Celebrity	50,313	47.50	N.A.	....	58,787	55.50	N.A.	....
Camaro	113,470	73.50	N.A.	....	113,007	73.20	N.A.	....
Citation	N.A.	....	N.A.	....	22,315	24.20	N.A.	....
Malibu	N.A.	....	N.A.	....	40,156	34.20	N.A.	....
Monte Carlo	N.A.	....	N.A.	....	63,763	66.20	N.A.	....
Chevrolet	71,977	32.60	N.A.	....	154,552	70.00	N.A.	....
Corvette	16,552	99.80	16,585	100.00	N.A.	....	16,585	100.00
Oldsmobile Division	577,476	63.00	3,223	0.35	729,174	79.55	13,256	1.45
Omega	21,139	39.20	N.A.	....	28,472	52.80	N.A.	....
Firenza	21,680	53.20	N.A.	....	23,636	58.00	N.A.	....
Cutlass	128,605	47.30	N.A.	....	208,813	76.80	N.A.	....
Cutlass/Ciera	112,139	66.10	3,223	1.90	132,836	78.30	N.A.	....
Oldsmobile	254,546	74.70	N.A.	....	300,208	88.10	8,600	2.60
Toronado	39,367	99.40	N.A.	....	35,209	88.90	4,396	11.10
Pontiac Division	159,697	41.25	6,719	1.74	244,557	63.17	N.A.	....
6000	56,499	82.54	6,719	9.82	51,749	75.60	N.A.	....
2000	38,585	49.26	N.A.	....	33,995	43.40	N.A.	....
1000	N.A.	....	N.A.	....	3,091	11.90	N.A.	....
Firebird	60,476	80.76	N.A.	....	53,542	71.50	N.A.	....
Phoenix	N.A.	....	N.A.	....	11,465	41.70	N.A.	....
Grand Prix	1,133	2.82	N.A.	....	33,417	83.20	N.A.	....
Bonneville	3,004	5.52	N.A.	....	40,865	75.10	N.A.	....
Parisienne	N.A.	....	N.A.	....	16,433	94.20	N.A.	....
VOLKSWAGEN	N.A.	....	N.A.	....	N.A.	....	N.A.	....
Total Cars, U. S.	2,576,099	43.09	186,656	3.12	3,009,666	50.34	305,444	5.11

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada, are included to give an accurate picture of industry rates.

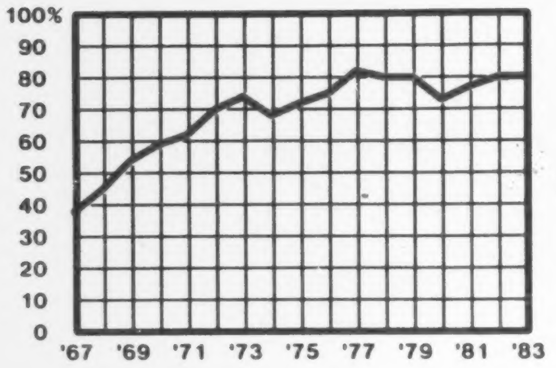
AIR CONDITIONING INSTALLATIONS

1983 VS. 1982 MODEL YEAR

	1983 Model Year			1982 Model Year		
	Unit Total	Percent of Output	Pct. of '83 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '82 Air Conditioner Installation
Spirit	1,536	44.00	0.03	8,880	44.00	0.19
Concord	4,585	86.50	0.09	26,314	78.10	0.57
Eagle	9,752	55.00	0.20	7,592	44.60	0.17
Alliance	68,258	48.00	1.40	....	....	......
AMERICAN MOTORS	84,131	49.86	1.72	42,786	60.35	0.93
CHRYSLER CORP.	540,219	61.36	11.10	506,052	69.84	11.04
C-P Total	316,359	58.02	6.50	331,501	45.75	7.23
Horizon	22,465	39.30	0.46	15,834	37.10	0.35
Turismo	14,938	39.70	0.31	13,444	31.50	0.29
Reliant	13,307	76.40	0.27	113,969	70.10	2.49
Gran Fury	14,071	89.40	0.29	16,665	88.90	0.36
Imperial	1,427	100.00	0.02	2,717	100.00	0.06
Cordoba	15,272	97.20	0.31	18,400	96.10	0.40
LeBaron	73,205	92.70	1.50	93,909	90.90	2.05
New Yorker	36,817	97.90	0.76	56,563	100.00	1.23
Fifth Ave.	83,501	100.00	1.73	....	....	......
E-Class	41,356	95.50	0.85	....	....	......
Dodge Total	223,860	66.78	4.60	174,551	63.21	3.81
Charger	19,397	40.80	0.40	15,224	33.40	0.33
Omni	19,173	35.50	0.39	13,403	36.80	0.29
Aries	99,601	73.00	2.05	87,761	67.80	1.85
Diplomat	21,804	89.20	0.45	24,289	92.50	0.53
Dodge 400	23,640	83.20	0.49	28,949	84.30	0.63
Mirada	5,272	94.20	0.10	7,925	93.10	0.18
Dodge 600	34,973	91.80	0.72	....	....	......
FORD MOTOR	1,005,773	77.87	20.67	970,487	74.17	21.16
Ford Division	599,694	71.52	12.33	617,357	69.73	13.46
Escort	105,010	42.90	2.16	137,238	43.10	3.00
EXP	937	41.70	0.02	12,548	55.40	0.27
Mustang	82,650	76.20	1.70	86,728	66.50	1.89
LTD (Granada)	135,671	93.90	2.79	110,577	91.90	2.41
T-Bird	109,647	96.50	2.25	44,194	97.90	0.96
Crn. Vict. (LTD)	55,828	98.40	1.15	118,005	97.80	2.57
Fairmont	66,917	88.20	1.37	108,067	84.60	2.36
Tempo	43,034	77.80	0.89	....	....	......
L-M Division	406,079	89.63	8.34	353,130	83.45	7.70
LN7	421	60.30	0.01	7,986	69.20	0.17
Lynx	36,069	51.90	0.74	49,756	49.70	1.09
Capri	19,616	77.30	0.40	25,800	71.40	0.56
Zephyr	....	....	......	35,691	91.30	0.78
Topaz	14,077	80.00	0.29	....	....	......
Marquis	65,472	97.20	1.35	....	....	......
Cougar (XR-7)	73,925	97.60	1.51	71,736	97.50	1.56
G. Marquis (Merc.)	95,431	99.70	1.96	76,848	99.60	1.68
Continental	16,831	100.00	0.35	23,908	100.00	0.52
Lincoln	53,381	100.00	1.10	35,069	100.00	0.77
Mark VII	30,856	100.00	0.63	26,336	100.00	0.57
GENERAL MOTORS	3,198,376	90.65	65.72	3,018,871	86.11	65.83
Buick Division	772,959	95.61	15.88	703,523	95.07	15.34
Skylark	93,450	89.30	1.92	129,526	89.60	2.82
Skyhawk	50,395	79.80	1.04	37,184	77.60	0.82
Century	123,065	96.20	2.53	98,332	95.50	2.14
Regal	222,534	97.50	4.57	220,233	97.70	4.80
Buick	233,281	99.60	4.79	174,177	99.50	3.80
Riviera	50,234	100.00	1.03	44,071	100.00	0.96
Cadillac Division	292,814	100.00	6.02	235,584	100.00	5.14
Cimarron	19,294	100.00	0.40	25,968	100.00	0.57
Seville	30,430	100.00	0.63	19,998	100.00	0.44
Eldorado	67,416	100.00	1.39	52,018	100.00	1.13
Cadillac	175,674	100.00	3.60	137,600	100.00	3.00
Chevrolet Division	922,594	77.41	18.96	970,013	74.77	21.15
Chevette	65,451	38.60	1.34	94,464	38.80	2.06
Cavalier	141,426	64.70	2.91	124,620	63.90	2.72
Celebrity	98,614	93.10	2.03	80,959	87.70	1.77
Camaro	128,753	83.40	2.65	150,378	84.10	3.28
Citation	69,803	75.70	1.43	121,751	73.50	2.66
Malibu	99,460	84.70	2.04	103,235	88.90	2.25
Monte Carlo	88,999	92.40	1.83	86,478	93.60	1.88
Chevrolet	213,503	96.70	4.39	182,721	97.10	3.98
Corvette	16,585	100.00	0.34	25,407	100.00	0.55
Oldsmobile Division	885,722	96.63	18.20	672,058	95.69	14.66
Omega	46,322	85.90	0.95	65,957	85.14	1.44
Firenza	31,868	78.20	0.65	22,686	75.35	0.49
Cutlass	267,540	98.40	5.51	191,092	98.33	4.17
Cutlass/Ciera	162,694	95.90	3.34	95,312	94.07	2.08
Oldsmobile	337,693	99.10	6.94	263,083	99.21	5.74
Toronado	39,605	100.00	0.81	33,928	100.00	0.74
Pontiac Division	324,287	83.76	6.66	437,693	82.52	9.54
2000	51,384	65.60	1.06	85,103	71.60	1.86
6000	66,397	97.00	1.36	38,315	94.70	0.83
1000	12,807	49.30	0.26	17,921	40.30	0.39
Firebird	63,726	85.10	1.31*	102,051	87.70	2.23
Phoenix	20,675	75.20	0.42	39,332	80.00	0.86
Grand Prix	39,322	97.90	0.81	78,231	97.00	1.70
Bonneville/LeMans	52,618	96.70	1.08	76,740	95.40	1.67
Parisienne	17,358	99.50	0.36	....	....	......
VOLKSWAGEN	38,339	52.20	0.79	47,431	46.20	1.04
Total Industry	4,866,838	80.97	100.00	4,585,627	80.28	100.00

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Factory Installation of Air Conditioning

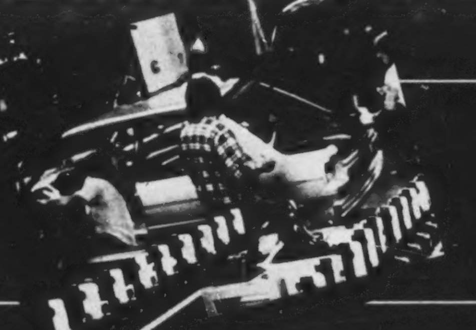


POWER EQUIPMENT OPTIONS ON 1983 U. S. MODELS

	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	159,935	100.00	97,365	60.88	6,752	0.42	118,315	73.98
Alliance	142,205	100.00	79,635	56.00	5,688	4.00	102,358	64.00
Eagle	17,730	100.00	17,730	100.00	1,064	6.00	15,957	90.00
CHRYSLER CORP.	857,029	100.00	774,460	90.37	196,469	22.92	526,002	61.38
Chrysler-Plymouth Total	528,084	100.00	486,137	92.06	169,398	32.08	354,274	67.09
Turismo	37,628	100.00	25,625	68.10	N.A.	....	22,238	59.10
Horizon	57,164	100.00	34,013	59.50	N.A.	....	29,840	52.20
Reliant	174,170	100.00	167,377	96.10	2,090	1.20	97,535	56.00
Gran Fury	15,739	100.00	15,739	100.00	2,251	14.30	9,931	63.10
Fifth Avenue	83,501	100.00	83,501	100.00	83,501	100.00	83,501	100.00
E-Class	43,305	100.00	43,305	100.00	16,456	38.00	30,573	70.60
LeBaron	78,970	100.00	78,970	100.00	31,667	40.10	48,014	60.80
New Yorker	37,607	100.00	37,607	100.00	33,433	88.90	32,642	86.80
Dodge Total	328,945	100.00	288,323	87.65	27,071	8.23	171,728	52.21
Omni	54,009	100.00	31,433	58.20	N.A.	....	25,006	46.30
Charger	47,542	100.00	35,181	74.00	N.A.	....	25,102	52.80
Aries	136,440	100.00	130,982	96.00	2,865	2.10	65,082	47.70
600	38,097	100.00	38,097	100.00	12,572	33.00	27,163	71.30
Diplomat	24,444	100.00	24,444	100.00	3,593	14.70	14,373	58.80
Dodge 400	28,413	100.00	28,186	99.20	8,041	28.30	15,002	52.80
FORD MOTOR	1,168,709	90.49	1,135,503	87.91	471,682	36.52	761,323	58.94
Ford Division	738,380	88.06	708,759	84.52	185,482	22.12	444,860	53.05
Escort	173,059	70.70	149,910	59.20	N.A.	....	87,876	35.90
EXP	2,246	100.00	1,426	63.50	N.A.	....	1,920	85.50
Mustang/Mustang II	117,005	96.80	117,851	97.50	31,549	26.10	59,470	49.20
LTD	144,496	100.00	144,207	99.80	38,580	26.70	94,645	65.50
Thunderbird	113,676	100.00	113,676	100.00	76,390	67.20	91,509	80.50
Crown Victoria	56,736	100.00	56,736	100.00	34,666	61.10	42,722	75.30
Fairmont	75,848	100.00	75,469	99.50	1,365	1.80	31,704	41.80
Tempo	55,314	*100.00*	*54,484*	*98.50*	*2,932*	*5.30*	35,014	63.30
L-M Division	430,329	94.98	426,744	94.19	286,200	63.17	316,463	69.85
Lynx	46,771	67.30	46,771	67.30	N.A.	....	30,162	43.40
Capri	25,376	100.00	22,204	87.50	3,020	11.90	19,387	76.40
Marquis	67,358	100.00	67,358	100.00	29,974	44.50	42,099	62.50
Cougar	75,743	100.00	75,743	100.00	55,065	72.70	50,748	67.00
Grand Marquis	95,718	100.00	95,718	100.00	95,718	100.00	75,234	78.60
LN7	699	100.00	462	66.10	N.A.	....	699	100.00
Topaz	17,596	100.00	17,420	99.00	1,355	7.70	11,613	66.00
Continental	16,831	100.00	16,831	100.00	16,831	100.00	16,831	100.00
Lincoln	53,381	100.00	53,381	100.00	53,381	100.00	42,598	79.80
Mark VI	30,856	100.00	30,856	100.00	30,856	100.00	27,092	87.80
GENERAL MOTORS	3,424,165	95.20	3,404,632	94.66	1,642,100	45.66	2,119,725	58.93
Buick Division	808,416	100.00	806,711	99.79	412,372	51.01	485,828	60.10
Skylark	104,647	100.00	104,647	100.00	11,930	11.40	59,335	56.70
Skyhawk J	63,152	100.00	61,447	97.30	5,873	9.30	38,523	61.00
Century	127,926	100.00	127,926	100.00	52,833	41.30	87,757	68.60
Regal	228,239	100.00	228,239	100.00	108,414	47.50	114,120	50.00
Buick	234,218	100.00	234,218	100.00	183,088	78.17	148,166	63.26
Riviera	50,234	100.00	50,234	100.00	50,234	100.00	37,927	75.50
Cadillac Division	292,814	100.00	292,814	100.00	290,479	99.20	217,062	74.13
Cimarron	19,294	100.00	19,294	100.00	16,959	87.90	19,294	100.00
Seville	30,430	100.00	30,430	100.00	30,430	100.00	25,986	85.10
Eldorado	67,416	100.00	67,416	100.00	67,416	100.00	50,833	75.40
Cadillac	175,674	100.00	175,674	100.00	175,674	100.00	121,039	68.90
Chevrolet Division	1,041,734	87.41	1,027,642	86.23	295,626	24.81	641,061	53.79
Chevette	23,569	13.90	28,317	16.70	N.A.	....	65,282	38.50
Cavalier	218,588	100.00	197,166	90.20	24,482	11.20	111,698	51.10
Celebrity	105,923	100.00	105,923	100.00	19,066	18.00	62,813	59.30
Camaro	154,381	100.00	154,381	100.00	69,626	45.10	98,186	63.60
Citation	88,154	95.60	90,736	98.40	2,674	2.90	49,241	53.40
Malibu	117,426	100.00	117,426	100.00	9,277	7.90	63,880	54.40
Monte Carlo	96,319	100.00	96,319	100.00	39,106	40.60	48,737	50.60
Chevrolet	220,789	100.00	220,789	100.00	114,810	52.00	125,850	57.00
Corvette	16,585	100.00	16,585	100.00	16,585	100.00	15,374	92.70
Oldsmobile Division	916,583	100.00	915,686	99.90	497,407	54.27	554,914	60.54
Omega	53,926	100.00	53,926	100.00	4,961	9.20	31,978	59.30
Firenza	40,752	100.00	39,855	97.80	2,853	7.00	24,573	60.30
Cutlass	271,892	100.00	271,892	100.00	114,467	42.10	132,955	48.90
Cutlass/Ciera	169,650	100.00	169,650	100.00	69,048	40.70	114,174	67.30
Oldsmobile	340,758	100.00	340,758	100.00	266,473	78.20	218,085	64.00
Toronado	39,605	100.00	39,605	100.00	39,605	100.00	33,149	83.70
Pontiac Division	364,618	94.18	361,779	93.44	146,216	37.77	220,860	57.05
6000	68,451	100.00	68,451	100.00	32,234	47.09	44,671	65.26
2000	78,329	100.00	72,963	93.15	5,005	6.39	44,561	56.89
1000	4,034	15.53	6,206	23.89	N.A.	....	12,456	47.95
Firebird	74,884	100.00	74,884	100.00	42,227	56.39	48,330	64.54
Phoenix	26,896	97.83	27,251	99.12	1,430	5.20	16,900	61.50
Grand Prix	40,165	100.00	40,165	100.00	24,573	61.18	18,392	45.79
Bonneville	54,414	100.00	54,414	100.00	27,049	49.71	25,781	47.38
Parisienne	17,445	100.00	17,445	100.00	13,698	78.52	9,761	55.95
VOLKSWAGEN	N.A.	....	5,949	8.10	N.A.	....	73,446	100.00
Total Cars, U. S.	5,609,838	93.83	5,417,909	90.62	2,317,003	38.75	3,598,811	60.19

NOTE: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Manufacturers



Domestic auto manufacturers have emerged from the long recession leaner, tougher and more competitive. Aggressive new-product programs were launched in 1983, a year marked by a dramatic improvement in sales and a return to profitability.

General Motors and Chrysler Corp. posted record earnings for the calendar year. Chrysler repaid $1.2 billion in loans guaranteed by the federal government — an action that was taken seven years early and will go down in business history books as a financial miracle.

GM in 1983 earned a record income of $3.7 billion on record sales sales of $74.6 billion. GM attributed its success to an improving economy, higher production volumes and the continuing spirit of cooperation between the company and its employes. GM's record allowed the company to pay about $640 to each eligible employe through a new profit sharing program.

Chrysler earned a record $927.4 million in 1983 compared with an operating loss of $68 million in 1982. Chrysler's financial turnaround became a reality after the company completely restructured its operations. Importantly, Chrysler kept its new-product programs on track during its struggle. At the start of the 1984 model year its new lineup included two new sports cars and the industry's first garageable mini-van/wagon.

Also on the upswing for 1983, Ford Motor Co. reported net income of $1,867 million compared with a loss of $658 million in 1982. Ford called the report the largest one-year turnaround from a loss position in U. S. corporate history.

A dramatic return to profitability

The turnaround was made possible by higher sales, a strong reception of Ford new cars and trucks, and the cumulative effect of several years of productivity improvements and restructuring actions.

Ford profits for 1983 substantially exceeded those earned in 1979—the last year of profitability before the recession—despite the fact that unit sales in 1983 were almost one million units lower than in 1979.

Outside the U. S., Ford earned a profit of $351 million in 1983. Its position in overseas markets remained strong. For the 19th consecutive year, Ford sold more vehicles overseas than any other U. S.-based manufacturer. In Europe, Ford's 12.6 percent car-market share was a record for the second consecutive year.

American Motors reported a net loss of $146.7 million last year compared with a net loss of $153.5 million the previous year. AMC ended 1983 on a positive note, however, reporting a profit of $7.4 million in the fourth quarter of the year. It was the company's first quarterly profit after 14 consecutive quarters of losses.

AMC attributed its improvement to the success of its Renault cars and new Jeep vehicles. It was a record year for the Renault nameplate in the U. S. — 179,419 sales compared with 91,981 in 1959, the prior record year.

In 1983 American Motors entered a joint agreement to build Jeep vehicles in the People's Republic of China. The aggressive effort gives AMC entry into the vast auto market in China and positions the company to expand in Asia.

1983-1982 FINANCIAL RESULTS

	Net Sales		Net Profit (Loss)		Profit (Loss)	
	1983	1982	1983	1982	1983	1982
American Motors	$ 3,271,720,000*	$ 2,392,957,000*	($ 146,730,000)	($153,474,000)	($ 2.11)	($2.85)*
Chrysler Corp.	$ 13,240,400,000	$ 10,044,900,000*	$ 700,900,000	$170,600,000	$ 5.79	$1.84
Ford Motor Co.	$ 44,454,600,000	$ 37,067,200,000	$1,866,900,000	($657,800,000)	$10.29	($3.64)*
General Motors	$ 74,581,600,000	$ 60,025,600,000	$3,730,200,000	$962,700,000	$11.84	$3.09
TOTAL	$135,548,320,000	$109,530,657,000	$6,151,270,000	($321,526,000)		

*Restated. AMC sales have been restated to reflect the 1983 sale of AM General. If AM General sales were included, AMC's 1983 sales would be $3,428,000,000; 1982 sales, $2,878,000,000. Chrysler sales have been restated to reflect the 1982 sale of Chrysler Defense. If Chrysler Defense sales were included, Chrysler's 1982 sales total would be $10,057,000,000. Ford's 1982 per-share loss was restated to reflect the three-for-two stock split that occurred in 1983. Actual per-share loss for 1982 was $5.46.

GENERAL MOTORS

Worldwide Factory Sales
(Units in Thousands)

	CARS			TRUCKS & BUSES			TOTAL		
	1983	1982	1981	1983	1982	1981	1983	1982	1981
U.S.	3,996	3,147	3,894	1,123	895	717	5,119	4,042	4,611
Canada	539	335	432	263	230	243	802	565	675
Overseas†	1,606	1,388	1,174	242	249	302	1,848	1,637	1,476
TOTAL	6,141	4,870	5,500	1,628	1,374	1,262	7,769	6,244	6,762

†Includes units which are manufactured overseas by other companies and which are imported and sold by GM and affiliates.

Percentage of Net Income (Loss) Attributable to:

	1983	1982	1981
U.S.	93%	111%	208%
Canada	16	(3)	(10)
Overseas	(9)	(8)	(98)
TOTAL	100%	100%	100%
Automotive	102%	101%	(20%)
Nonautomotive	(2)	(1)	120
TOTAL	100%	100%	100%

Percentage of Worldwide Dollar Sales Attributable to:

	1983	1982	1981
U.S.	74%	72%	72%
Canada	13	11	12
Overseas	13	17	16
TOTAL	100%	100%	100%
Automotive	96%	94%	93%
Nonautomotive	4	6	7
TOTAL	100%	100%	100%

NEW PLANT AND EQUIPMENT EXPENDITURES BY MOTOR VEHICLE AND PARTS MANUFACTURERS

	Expenditure ($ Billions)			Motor Vehicle and Equip. Mfg. Percent of	
Year	Total U.S.	Total Manufacturing	Motor Vehicle & Parts Manuf.	Manufacturing	Total U.S.
1970	105.61	36.99	3.05	8.2	2.9
1971	108.53	33.60	2.42	7.2	2.2
1972	120.25	35.42	3.00	8.5	2.5
1973	137.70	42.37	3.83	9.0	2.8
1974	156.98	53.21	3.30	8.1	2.7
1975	157.71	54.92	3.35	6.1	2.1
1976	171.45	59.95	3.62	6.0	2.1
1977	198.08	69.22	5.82	8.4	2.9
1978	231.24	79.72	7.22	9.1	3.1
1979	270.46	98.68	8.30	8.4	3.1
1980	295.63	115.81	9.06	7.8	3.1
1981	321.49	126.79	10.08	8.0	3.1
1982	316.43	119.68	7.92	6.6	2.5
1983	303.20	111.18	7.31	6.6	2.4
1984*	333.32	125.98	9.77	7.8	2.9

Source: U.S. Department of Commerce, Bureau of Economic Analysis. *Projection.

GM income and sales soar

'Turnaround year we've been waiting for'

General Motors earned a record net income of $3.7 billion on record sales of $74.6 billion during 1983. Chairman Roger B. Smith and president F. James McDonald said the earnings provided a profit-sharing fund of $322 million to be distributed to some 531,000 U.S. employes—a payout unprecedented in American business history.

The net income and sales records established in 1983 surpass the previous record for net income of $3.5 billion set in 1978, and the prior sales high of $66.3 billion in 1979. Earnings per share of $11.84 were not a record. The record of $12.24 per share was set in 1978 when fewer shares were outstanding.

Net income for the fourth quarter of 1983 totaled $1,297 million, which was a record for any quarter, surpassing GM's previous record of $1,257 million earned in the first quarter of 1979.

Smith and McDonald noted that inflation was reflected in the gross dollars of sales and earnings and made the year seem even better than it was. "Inflation-adjusted data," they said, "show we have a long way to go to achieve meaningful records. Still, 1983 was a very good year for General Motors."

The two executives pointed out that GM's new profit-sharing plans would pay about $640 to each eligible employe who worked a normal schedule throughout 1983. Overtime could increase that amount for the hourly employe to about $700, and perhaps more. In reflecting on the inaugural payout, they stated, "No other company anywhere in the world, at any time in the past, has ever shared such a large amount of profit with its employes."

The 1983 earnings represented an increase of $2,767 million, or $8.75 per share, over 1982 results. The improving economy and higher production volumes contributed to this success. Much of the increase, however, is directly attributable to the continuing spirit of cooperation between GM and its employes which produced outstanding improvements in product quality and operating performance throughout the year, Smith and McDonald said. Earnings also benefited from increased income from General Motors Acceptance Corp.

Worldwide factory sales of cars and trucks to GM dealers increased 24 percent from the prior year, totaling 7.8 million units during 1983. Dollar sales also increased 24 percent compared with 1982, and GM's profit margin improved from 1.6 percent of sales in 1982 to 5.0 percent in 1983.

Smith and McDonald described 1983 as "the turnaround year we have been working for," and said the corporation made advances in a number of areas during its 75th anniversary year. They cited actions which streamlined GM's operations; the announcement of Project Saturn to develop a new process for building small cars; progress in forming a joint venture in the U.S. with Toyota; the start-up of two new U.S. assembly plants designed to produce a new series of luxury cars; and advancements in equal employment opportunity.

Following is a comparison of GM's 1983 and 1982 financial reports:

(Dollars in millions except per share and hourly amounts.)

	1983	1982
Sales of all products	$74,582	$60,026
Net income	$ 3,730	$ 963
Net income as a percent of sales	5.0%	1.6%
Earnings per share of common stock	$11.84	$ 3.09
Dividends per share of common stock	$ 2.80	$ 2.40
U. S., foreign and other income taxes (Credit)	$ 2,224	($252)
Worldwide employment Average number of employes (in thousands)	691	657
Total payrolls	$19,283	$17,044
Payrolls as a percent of sales	25.9%	28.4%
Total cost of an hour worked—U.S. hourly employes	$21.80	$21.50

Worldwide factory sales, cars and trucks (units in thousands)

U.S.	1983	1982
Cars	3,996	3,147
Trucks and buses	1,123	895
Total U.S.	5,119	4,042
Canada	802	565
Overseas*	1,848	1,637
Total factory sales—all sources	7,769	6,244

*—Includes units manufactured overseas by other companies and which are imported and sold by GM & affiliates.

They were confident that GM's aggressive product programs, combined with continuing efforts to maintain superior financial strength and achieve international cost competitiveness, "will provide GM with the appropriate resources and flexibility to strengthen its competitive position for the longer term."

The two executives expressed concern about economic conditions in a number of countries vital to GM's overall success, but pointed to the corporation's record retail sales performance overseas in 1983 as "a demonstration of our ability to compete outside North America in today's economic climate."

Recognizing that "continued success is no certainty," Smith and McDonald expressed confidence that 1984 can be another good year for GM. They cited the highest level of consumer confidence in more than a decade, plus their expectation that the U.S. economy should continue to expand for five years or more, "given a national resolve to avoid a significant renewal of inflation and to ease worries about interest rates."

They reiterated their anticipation that the industry could sell 14 million new cars and trucks in the U.S. during 1984, and that worldwide car and truck sales should reach 60 million units a year some time in the 1990s.

Other highlights of GM's 1983 financial report include:

- Cash and marketable securities rose at year-end to $6,217 million, an increase of $3,091 million over 1982.
- Working capital at year-end stood at $5,891 million, an increase of $4,2 .3 million above the December 1982 level of $1,658 million.
- Total debt decreased from $5,634 million at year-end 1982 to $4,392 million at year-end 1983. Over the same period, the ratio of total debt to capital (debt plus stockholders' equity) decreased from 23.6 percent to 17.5 percent.
- The income tax provision of $2,224 million reflects GM's increased profitability during 1983.
- Exchange and translation activity amounted to a loss of $52 million in 1983, compared with a gain of $348 million in 1982. This was primarily due to the required adoption of accounting standard No. 52 covering the translation of foreign currency financial statements.
- Capital spending during 1983 totaled $4,007 million, compared with $6,212 million in 1982. It is anticipated that capital spending will be approximately $6 billion in 1984.
- $180 million was provided for the GM bonus plan in 1983, following three consecutive years in which earnings were not sufficient to generate funds for bonuses.
- Equity in earnings of nonconsolidated subsidiaries and associates (primarily General Motors Acceptance Corp. and Motors Insurance Corp.) totaled $983 million, an increase of 43 percent above the 1982 level of $688 million. GM's 1983 annual report was mailed to stockholders in March.

Strong comeback for Ford

'A leaner and more competitive company'

Ford Motor Co. net income in 1983 totaled $1,867 million compared with a loss of $658 million in 1982.

Commenting on the results, chairman Philip Caldwell said, "Ford's 1983 profit improvement of $2.5 billion represents the largest one-year turnaround from a loss position in U. S. corporate history. This achievement was made possible by a combination of higher industry sales, a strong reception of our new cars and trucks, and the cumulative effect of several years of productivity improvements and restructuring actions."

Ford's balance sheet was strengthened substantially during 1983. Stockholders' equity increased $1.5 billion to $7.5 billion at December 31, and worldwide debt was reduced by nearly $1 billion to $3.7 billion. Cash balances increased by $1.6 billion to $3.2 billion at December 31.

"Ford has emerged from one of the most challenging and difficult periods in its history," Caldwell said, "as a leaner and more competitive company. We have made major reductions in our cost structure. Profits for 1983 substantially exceeded those earned in 1979—the last year of profitability before the recession—despite the fact that our unit sales in 1983 were almost one million units lower than in 1979.

Worldwide dollar sales of Ford products totaled $44.5 billion in 1983, up 20 percent from 1982. Factory sales of Ford cars, trucks and tractors were 5,002,000 units, up 660,000 units or 15 percent from the prior year.

On a geographic basis, net income in the U. S. totaled $1,516 million in 1983, compared with a loss of $1,118 million in 1982. The improvement reflected higher car and truck industry volumes, continued achievement of operating efficiencies, lower marketing costs, a more profitable sales mix, and higher car and truck market shares. Material and labor cost increases in excess of vehicle price increases were partial offsets. Dollar sales in the U. S. were $28.4 billion in 1983; factory sales were 2,694,000 units, up 28 percent from 1982.

Ford's share of the U. S. car market was 17.2 percent in 1983, up 0.3 of a point from a year earlier. Ford's car share increased throughout 1983 to 18 percent in the fourth quarter, the highest quarterly share in three years, reflecting good sales results from the steady stream of all-new cars introduced during the year—Ford Thunderbird and Mercury Cougar, Ford Tempo and Mercury Topaz, and the new continental Mark VII.

In trucks, Ford was the top-selling name in the U. S. in 1983 with a market share of 31.3 percent, up 0.7 of a point from 1982. The new Bronco II, introduced in March 1983, provided a strong entry in the fast-growing compact utility vehicle market segment. Ranger, in its first full year of production, was the compact truck sales leader. In addition, the light conventional F-Series truck was the best-selling nameplate in the U. S.—car or truck—for the seventh consecutive year, and the Ford Econoline continued to be the best-selling van.

Outside the U. S., Ford earned a profit of $351 million in 1983. This was $109 million lower than in 1982, reflecting adverse foreign-exchange effects, principally in Europe and Latin America, higher costs associated with new-model introductions, and higher marketing costs in Europe. The decline also reflected one-time deactivation costs associated with the planned closing of noncompetitive

Continued on Page 76

UNIT SALES OF CARS AND TRUCKS
Chrysler Corp. and Consolidated Subsidiaries

BY AREA OF MANUFACTURE	1983	1982	1981	1980
United States				
Passenger Cars	908,093	598,796	755,315	644,208
Trucks	148,744	122,942	100,316	139,302
Canada				
Passenger Cars	104,349	149,906	70,083	72,736
Trucks	140,162	96,038	86,150	54,106
TOTAL U.S. and Canada	1,301,348	967,682	1,011,864	910,352
Japan	150,586	137,702	156,316	206,693
Mexico	41,712	76,342	114,833	106,380
Australia	....	....	....	1,219
All Other Countries	315	....	....	279
TOTAL Outside U.S. & Canada	192,613	214,044	271,149	314,571
TOTAL Worldwide	1,493,961	1,181,726	1,283,013	1,224,923
BY AREA OF SALE	1983	1982	1981	1980
United States				
Passenger Cars	968,647	737,350	834,155	721,868
Truck	294,703	231,756	184,011	213,516
TOTAL United States	1,263,350	969,106	1,018,166	935,384
Canada				
Passenger Cars	149,242	105,264	103,031	112,692
Trucks	29,330	21,328	29,463	31,489
TOTAL U.S. and Canada	1,441,922	1,095,698	1,150,660	1,079,565
Outside U.S. & Canada				
Passenger Cars	32,560	46,231	69,172	82,285
Trucks	19,479	39,797	63,181	63,073
TOTAL Outside U.S. & Canada	52,039	86,028	132,353	145,358
TOTAL Worldwide	1,493,961	1,181,726	1,283,013	1,224,923

Chrysler record earnings

'Year of dramatic improvement'

Chrysler Corp. posted record operating earnings of $927.4 million in 1983 compared to an operating loss of $68 million in 1982.

Lee A. Iacocca, board chairman, said, "Chrysler made major gains in 1983. It was a year of dramatic improvement with revenues up 33 percent, profits up 312 percent, factory unit sales up 26 percent and hourly employment up 26 percent. Chrysler won its long battle for independence in 1983. With more cash on hand, we were able to repay the holders of our government-backed notes and put our financial house in order."

Chrysler settled with its lenders, issuing 35 million shares of new stock in the process. The company repurchased warrants from the government, paid the dividend arrearage on perferred stock and paid off a Delaware state loan.

"Most important," Iacocca said, "we kept our product plans on track during the hard times and, in the last quarter of 1983, we executed the most complex product launch in the company's history. We introduced the Chrysler Laser and Dodge Daytona sports cars and the Plymouth Voyager and Dodge Caravan mini wagons/vans.

In 1983 net income was $700.9 million, 312 percent better than in 1982. This produced earnings of $5.79 per common share in 1983 compared with $1.84 per common share in 1982. Chrysler's 1983 earnings were 66 percent better than the previous record profit, set in 1976, when Chrysler was a larger company.

The chairman said, "The operational restructuring undertaken over the last few years produced results extraordinary for any company, especially an automobile company. Our financial position improved dramatically during the year. At the end of 1982, total debt was 69.8 percent of the total of debt plus equity. At the end of 1983 it had fallen to 52.7 percent. Further improvement is anticipated."

Chrysler expects the industry to sell 10.5 million cars and 3.7 million trucks in the United States in 1984, for a 15 percent increase in U.S. car sales and an 18 percent increase in truck sales over 1983.

In this larger market, Chrysler is planning to sell more than a million cars, or 10.6 percent of the domestic market. With sales of the Voyager and Caravan, which are classified as trucks, Chrysler expects to sell more than 500,000 trucks, boosting its share of the truck market from 9 to 14 percent.

The 1983 results included four dramatic financial actions:

- The company repaid the $1.2 billion in loans guaranteed by the federal government. This action was taken seven years early, saving $392 million in interest and government fees. It strengthened Chrysler's balance sheet and helped facilitate its access to traditional credit markets.
- Chrysler cleaned its balance sheet by reclassifying $1.1 billion of preferred stock into common stock, and by exchanging common stock for lender warrants. Chrysler also accelerated the expiration date on 5 million warrants held by the public. These actions increased the number of shares outstanding, from 79,475,287 to 121,811,855. The market value of Chrysler stock rose during the year, with the aggregate market value of outstanding common stock increasing from $1,410.7 million to $3,365.1 million.
- Chrysler placed the winning bid of $311 million for the 14.4 million Chrysler warrants held by the U. S. government. Those warrants have been retired, and with them the uncertainty about their potential dilution and stock-price effect.
- In December, Chrysler resumed preferred dividend payments, and paid all arrearages on the 10 million shares of preferred stock held by the public.

Iacocca said, "The results of 1983 and prospects for 1984 underscore the success of our strategy for rebuilding Chrysler's profitability. During our turnaround we cut the company's size, closing some 20 plants and modernizing remaining facilities, trimming white collar personnel from over 40,000 in 1978 to 21,000 in 1983, and reducing our breakeven point from 2.4 million in 1979 to 1.1 million units in 1983. We cut fixed costs from $4.7 billion in 1979 to $3.54 billion in 1983.

"But we didn't trim budgets for future products. When the long-overdue upturn arrived, Chrysler was ready with a full line of high-value vehicles."

In 1983 Iacocca, after considering retiring, made a decision to stay with Chrysler and accepted a stock grant and stock option offer from the board of directors.

Chrysler's 1983 average worldwide employment figure was 81,478, up from the 1982 figure of 73,714. The total 1983 payroll was $2,446.9 million, up from $1,795.6 million in 1982.

Following is a comparison of Chrysler Corp.'s 1983 and 1982 financial results:

(Dollars in millions)

	1983	1982
Net sales	$13,240.4	$10,044.9
Earnings (loss) from continuing operations	$ 301.9	$ (68.9)
Net earnings	$ 700.9	$ 170.1
Earnings (loss) per share from continuing operations	$ 2.35	$ (1.28)
Net earnings per share	$ 5.73	$ 1.84
Total payroll	$ 2,446.9	$ 1,795.6
Net current assets	$ (700.1)	$ 256.5
Property, plant, equipment and tools less accumulated depreciation	$ 3,055.0	$ 2,473.7
Total assets	$ 6,772.3	$ 6,263.5

Worldwide factory sales, cars and trucks (units in thousands)

	1983	1982
Total U.S. and Canada	1,441,922	1,095,698
Outside the U.S. and Canada	52,039	86,028
Total Worldwide	1,493,961	1,181,726

AMC ends '83 on upswing

'It has been a long dry spell'

American Motors ended 1983 on a positive note, reporting a profit of $7.4 million for the fourth quarter of the year. It was the company's first quarterly profit after 14 consecutive quarters of losses.

For the full year, AMC reported a net loss of $146.7 million, or $2.11 a share, compared with a net loss of $153.5 million, or $2.85 a share, in 1982. The per-share loss in 1983 reflected the issuance of additional common stock in 1983.

Net sales for 1983 were $3.3 billion compared with $2.4 billion in 1982.

Combined worldwide automobile and Jeep vehicle wholesale sales for 1983 were 383,462 units, up 34 percent from 286,520 units in 1982. Automobile wholesale sales were 270,019 units compared with 195,791 in 1982, an increase of 38 percent. Jeep vehicle wholesale sales were 113,443 units, compared with 90,729 in 1982, an increase of 25 percent.

Paul Tippett, chairman and chief executive officer, and Jose J. Dedeurwaerder, president and chief operating officer, expressed delight over the fourth-quarter profit. "It has been a long dry spell. The positive results stem from our major success with the new Jeep Cherokee and Wagoneer and the continuing success of the Renault Alliance and its new companion, the Renault Encore. Although we did not earn a profit for the full year, 1983 was a year of significant achievement and turnaround for AMC," they said.

"Consumer response to the Alliance was so enthusiastic that the subcompact sedan broke all sales projections, reaching the first-year sales objective of 100,000 units in June

Continued on Page 78

AMERICAN MOTORS AND CONSOLIDATED SUBSIDIARIES SUMMARY FOR 1983 AND 1982
(Dollars in thousands)

	1983	1982
Net sales	$3,271,720	$2,392,957
Earnings (loss) from continuing operations	(258,344)	(232,154)
Earnings from and gain on sale of discontinued operations	111,641	78,680
Net earnings (loss)	(146,730)	(153,474)
Per share earnings (loss) from continuing operations	(3.61)	(4.23)
Net earnings (loss)	(2.11)	(2.85)
Average number of shares (in thousands)	74,602	56,989

WORLDWIDE AUTOMOTIVE WHOLESALE UNIT SALES

U. S. and Canada	1983	1982
Automobiles	265,999	186,957
Jeep vehicles	93,169	67,646
Total	359,168	254,603
International		
Automobiles	4,020	8,834
Jeep vehicles	20,274	23,083
Total	24,294	31,917
TOTAL	383,462	286,520

Ford

Continued from Page 75

manufacturing facilities outside the U. S. Partial offsets included a record car share in Europe, improved car and truck industry volumes in Europe and Canada, and a higher truck share in Canada. Dollar sales outside the U. S. were $16.1 billion in 1983; factory sales were 2,308,000 units, up 3 percent from 1982.

Ford's position in overseas markets remained strong in 1983. For the 19th consecutive year, Ford sold more vehicles overseas than any other U. S.-based manufacturer. In Europe, Ford's 12.6 percent car market share was a record for the second consecutive year, reflecting success of the new Sierra, Sierra XR4i and Orion, and strong industry sales in the United Kingdom, where Ford is market leader.

In Latin America, Ford maintained truck leadership in 1983 with a market share of 25.8 percent, an improvement of 3.1 percentage points from 1982, and Ford's car market share increased half a point to 19 percent in 1983. In the Asia-Pacific region, Ford maintained car and combined car and truck sales leadership in Australia for the second consecutive year.

Summing up, Caldwell said, "Results in 1983 demonstrated that success comes from attention to the basics of our business—getting our products and costs right, continuing our investment in quality improvements and advanced technology, and working together in an atmosphere of mutual confidence among our employes, our union, our suppliers and our dealers.

"Many more good years lie ahead. Their realization, however, will require a combination of public and private efforts. It will take continuing determination in the private sector to step up to our responsibility to be competitive. It will also require the pursuit of policies at the national level that both recognize and reinforce the importance of the automobile industry to the overall U. S. economy."

Following is a comparison of Ford's 1983 and 1982 financial reports:

(Dollars in millions except per share and hourly amounts.)

	1983	1982
Sales of all products	$44,455	$37,067
Net Income (Loss)	$ 1,867	($658)
Net Income (Loss) per share	$ 10.29	($3.64)
Cash Dividend per share	$ 0.50	00
Average number of shares (in millions)	181	181
Average number of employes worldwide	380,000	379,000
Payroll (in thousands)	$ 9,125	$ 8,865
Total labor costs (in thousands)	$12,348	$11,757
Total cost of an hour worked—U.S. hourly employes	$ 22.67	$ 23.37

FORD MOTOR CO.

Employment of Minority-Group Personnel and Women at Year-End

	Company*		Minorities		Women	
	1983	1982	1983	1982	1983	1982
Hourly Employes	115,300	106,600	22.2%	21.9%	9.0%	6.8%
Salaried Employes	68,400	69,400	10.3	10.0	18.9	18.6
TOTAL	183,700	176,000	17.8%	17.2%	12.7%	11.5%

*Includes Ford-U.S. and its domestic subsidiaries.

Representation of Minority-Group Members and Women in EEO-1 Job Categories at Year-End

Job Categories*	Blacks		Hispanics		Other Minorities**		Women	
	1983	1982	1983	1982	1983	1982	1983	1982
Officials and Managers	6.3%	5.8%	1.1%	1.1%	1.2%	1.1%	2.9%	2.5%
Professionals	4.9	4.9	1.5	1.7	3.0	2.9	14.2	14.8
Technicians	6.4	5.6	3.6	2.0	3.1	3.1	14.2	10.5
Office and Clerical	13.1	13.2	2.3	2.8	0.8	1.0	49.4	49.2
Craft Workers (skilled)	6.7	6.2	1.0	1.0	0.7	0.4	0.6	0.4
Operatives (semiskilled)	24.4	23.7	1.8	2.6	0.4	0.4	12.4	9.4
Laborers (unskilled)	25.1	22.8	1.5	1.7	0.6	0.5	5.7	4.9
Service Workers	25.7	25.6	1.8	2.6	0.4	0.4	11.2	10.1
Percentage of work force	15.0%	14.1%	1.7%	2.0%	1.1%	1.1%	12.7%	11.5%

*Excludes Sales Workers (retail), a category that is not applicable to Ford.
**Includes Asians, Pacific Islanders, American Indians or Alaskan natives only.

U.S. AUTO/TRUCK OUTPUT & GNP

	Auto Output Billion Dollars	Auto Output % GNP	Truck Output Billion Dollars	Truck Output % GNP	Motor Vehicle Output Billion Dollars	Motor Vehicle Output % GNP	GNP Billion Dollars
1970	28.7	2.9	8.8	0.9	37.5	3.8	992.7
1971	39.1	2.6	11.1	1.0	50.2	4.7	1,077.6
1972	41.6	3.5	14.6	1.2	56.2	4.7	1,185.9
1973	46.2	3.5	18.0	1.4	64.2	4.8	1,326.4
1974	39.2	2.7	19.7	1.4	58.9	4.1	1,434.2
1975	40.7	2.6	17.6	1.1	58.3	3.8	1,549.2
1976	55.9	3.3	24.8	1.4	80.7	4.7	1,718.9
1977	65.1	3.4	32.9	1.7	98.0	5.1	1,918.3
1978	69.5	3.2	40.2	1.9	109.7	5.1	2,163.9
1979	68.0	2.8	39.2	1.6	107.2	4.4	2,417.8
1980	60.8	2.3	26.2	1.0	87.0	3.3	2,631.7
1981	70.4	2.4	29.3	1.0	99.7	3.4	2,954.1
1982	66.6	2.1	30.4	1.0	97.0	3.1	3,073.0
1983	88.6	2.7	36.7	1.1	125.3	3.8	3,309.5

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA.

U.S. CORPORATE PROFITS

(dollars in billions)

Year Quarter	Profits Before Tax: Motor Vehicle & Equipment Manufacturers	Profits Before Tax: Total Manufacturers	Total U.S. Profits	Motor Vehicle & Equipment % of Total Manufacturer Profits	Motor Vehicle & Equipment % of Total U.S. Profits
1970	1.2	26.6	68.9	4.5	1.7
1971	5.0	34.1	82.0	14.7	6.1
1972	5.9	40.7	94.0	14.4	6.3
1973	5.7	45.5	105.6	12.5	5.4
1974	0.1	39.0	96.7	0.3	0.1
1975	1.9	52.6	120.6	3.6	1.6
1976	7.2	69.2	151.6	10.4	4.7
1977	9.4	78.3	178.5	12.0	5.3
1978	8.9	86.9	205.1	10.2	4.3
1979	4.7	85.6	209.6	5.0	2.1
1980	−3.8	72.9	191.7	0.0	0.0
1981	−0.6	86.7	203.3	0.0	0.0
1982	0.4	59.0	165.9	0.7	0.0

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA.

U.S. EMPLOYMENT IN MOTOR VEHICLE & EQUIPMENT MANUFACTURING INDUSTRY

Motor Vehicle and Equipment Manufacturing Employment

	Total (000)	Autos (000)	Trucks (000)	Parts (000)	Total as % of Manufacturing	Total as % of Non Agricultural
1970	799.0	382.1	66.0	351.3	4.1	1.1
1971	848.5	420.2	67.7	361.1	4.6	1.2
1972	874.8	415.2	76.6	383.0	4.6	1.2
1973	976.5	461.6	85.0	429.9	4.8	1.3
1974	907.7	416.2	88.9	402.7	4.5	1.2
1975	792.4	375.3	64.7	352.5	4.3	1.0
1976	881.0	415.9	66.0	399.0	4.6	1.1
1977	947.3	443.0	72.6	426.5	4.8	1.1
1978	1,004.9	469.8	77.6	451.9	4.9	1.2
1979	990.4	463.0	80.8	441.1	4.7	1.1
1980	788.8	368.1	66.8	349.5	3.9	0.9
1981	788.7	358.7	61.5	363.3	3.9	0.9
1982	[illegible]04.8	321.3	51.4	325.4	3.7	0.8
1983	772.1	363.1	55.1	343.8	4.1	0.9

Definitions: Autos—motor vehicles and car bodies (SIC 3711); Trucks—truck and bus bodies (SIC 3713) and truck trailers and motor homes (SIC 3715,6); Parts—motor vehicle parts and accessories (SIC 3714).

Source: U.S. Dept. of Labor, Bureau of Labor Statistics; MVMA.

SALES PER OUTLET BY CORPORATION

Domestic new-car sales per U.S. dealership

	American Motors	Chrysler Corp	Ford Motor	General Motors	Studebaker	VW of America	All U.S. Industry*
1956	47	104	189	183	44		148
1957	56	130	194	169	30		154
1958	75	83	133	141	21		118
1959	127	97	199	169	53		158
1960	142	141	214	197	44		184
1961	125	104	208	193	34		172
1962	139	119	232	261	37		212
1963	139	163	243	283	33		233
1964	125	186	276	294	15		246
1965	115	213	318	351	8		299
1966	194	214	321	331			290
1967	100	212	258	321			270
1968	112	244	318	345			304
1969	104	233	332	351			307
1970	109	230	328	268			269
1971	114	240	343	361			320
1972	141	249	360	361			329
1973	205	284	399	421			380
1974	176	229	330	310			296
1975	177	201	298	318			286
1976	140	271	340	409			353
1977	112	254	384	442			374
1978	105	239	389	464			377
1979	97	202	322	426			333
1980	88	163	237	367			280
1981	85	193	236	349		241	280
1982	96	189	243	338		164	277
1983	125	226	289	402		177	330

* Average for all U. S. Industry includes Studebaker for 1955-1964. 1973-1982 figures based on retail sales. Prior years based on R. L. Polk registrations.

U.S. INDUSTRIAL PRODUCTION INDEX AND CAPACITY UTILIZATION OF MOTOR VEHICLE AND PARTS MANUFACTURERS

Year Quarter	Industrial Production Index*: Total Index	Total % Change from Last Period	Motor Vehicle & Parts Manufacturer Index	Motor Vehicle & Parts Manufacturer % Change from Last Period	Capacity Utilization: All Manufacturing	% Change from Last Period	Motor Vehicles & Parts	% Change from Last Period
1970	107.8	3.0	92.3	23.6	79.5	− 7.9	65.3	−24.1
1971	109.6	1.7	118.6	28.5	78.5	− 1.3	81.4	24.7
1972	119.7	9.2	135.8	14.5	83.5	6.4	90.7	11.4
1973	129.8	8.4	148.8	9.6	87.6	4.9	95.3	5.1
1974	129.3	− 0.4	128.2	−13.8	83.7	− 4.5	79.1	−17.0
1975	117.8	− 8.9	111.1	−13.3	72.9	−12.9	66.6	−15.8
1976	130.5	10.8	142.0	27.8	79.6	9.2	82.7	24.2
1977	138.2	5.9	161.1	13.5	82.2	3.3	89.2	7.9
1978	146.1	5.7	169.9	5.5	84.7	3.0	89.4	0.2
1979	152.5	4.4	159.9	− 5.9	86.0	1.5	82.1	N.A.
1980	147.0	− 3.6	119.0	−25.6	79.6	− 7.4	60.3	−26.6
1981	151.0	2.7	122.3	2.8	79.4	− 0.3	62.0	2.8
1982	138.6	− 8.2	109.8	−10.2	71.1	−10.4	56.2	− 9.4
1983	147.7	6.6	137.6	25.3	75.3	5.9	71.6	27.4

*Benchmarked to 1967 output equals 100.
Source: Board of Governors of Federal Reserve System, Federal Reserve Bulletin; unpublished data on computer printout (FRB); MVMA.

AMC

Continued from Page 76

and exceeding that objective for the year by 40,570 units.

"Due mainly to the Renault Alliance and Encore models, our 1983 passenger car sales in the U.S. reached 226,580 units—the highest level in seven years and up 51 percent from 1982," they said. "It also was a record year for the Renault nameplate in the U.S.—179,419 sales compared with 91,981 in 1958, the prior record year.

Sales of four-wheel-drive Jeep vehicles in 1983 were the best since 1979 and up 29 percent from the prior year.

The Jeep Cherokee and Wagoneer SportWagons were the first all-new Jeep line in 20 years.

American Motors achieved other important objectives during 1983. An all-new four-cylinder engine designed by AMC was launched with the new Jeep vehicles in the fall.

As a result of increased Jeep production, all laid-off employes were recalled at Toledo and the Jeep work force was increased by new hires. At Kenosha, only a few hundred employes remained on layoff as 1983 ended. Labor settlements were reached with represented hourly employes at AMC's Canadian facilities in Brampton and Stratford, Ont.

On the international front, a major 1983 development was the signing in May of a joint venture agreement to build Jeep vehicles in the People's Republic of China. Beijing Jeep Corp., the company created by the agreement, began operating in January, 1984. The joint venture gives AMC entry into the vast Chinese automotive market and a strategic manufacturing base for competing in the rapidly growing markets of the Asia-Pacific region. There also was some strengthening in the economies of AMC's important Latin American export markets during 1983.

"The outlook for 1984 is encouraging. We have set attainable goals that are consistent with our long-term strategy and these goals should result in profitable operations for the year," said Tippett and Dedeurwaerder. "Particularly encouraging is the fact that Jeep production at our Toledo plant is now higher than at any time since the plant was acquired from Kaiser in 1970.

"Our worldwide sales goal for 1984 is 450,000 units, an increase of 17 percent from last year. In the U.S., the passenger car market is increasing gradually and the four-wheel-drive market continues to improve dramatically," they said. "Against this backdrop, our strategy has been to launch a consistent stream of new products. So far, this strategy has been validated by the Renault Alliance and Encore and the Jeep Cherokee and Wagoneer. We now need to move forward with more ambitious goals, and plan to expand our passenger car coverage into the compact and intermediate market segments and also expand our coverage in the light truck market."

AMERICAN MOTORS

(Dollars in Millions)
Years Ended December 31

	1983	Change	1982	Change	1981
SALES	$ 3,271.7	37%	$ 2,392.9	3%	$ 2.313.3
(LOSS) FROM CONTINUING OPERATIONS	$(258.3)	$(26.1)	$(232.2)	$(71.3)	$(160.9)
NET (LOSS)	$(146.7)	$ 6.8	$(153.5)	$(16.9)	$(136.6)
WORLDWIDE WHOLESALE UNIT SALES					
Automobiles	270,019	38%	195,791	(5%)	206,741
Jeep Vehicles	113,443	25%	90,729	(13%)	104,628
Total	383,462	34%	286,520	(8%)	311,369
GENERAL EXPENSES					
Selling, advertising and administrative	$ 267.6	16%	$ 230.8	1%	$ 228.0
Research and development	60.9	(22%)	$ 77.9	15%	$ 67.6
Amoritization of tools and depreciation of facilities	87.0	66%	$ 52.4	9%	$ 48.0
Pension	50.5	(7%)	$ 54.3	18%	$ 46.2
Interest	85.5	66%	$ 51.5	58%	$ 32.5

American Motors operates solely in the General Automotive segment. Prior to September 1983, the company also oprated in the Special Government Vehicles segment through its subsidiary AM General Corp., which was sold in September 1983.

WHERE FORD OF EUROPE ASSEMBLES VEHICLES*

Location	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (est.)
Amsterdam, NL	17,900	11,900	14,300	16,600	11,100	12,600	10,500	6,200	……..	……..
Cologne, Ger.	169,100	194,100	242,000	278,400	297,300	263,500	158,700	207,000	227,000	231,100
Cork, IRL	17,800	14,700	17,900	19,200	13,500	18,200	17,300	16,400	13,300	14,100
Dagenham, UK	161,100	126,200	145,100	192,600	150,700	152,200	167,200	143,200	122,600	166,200
Genk, Bel.	182,200	221,400	326,200	335,700	303,100	314,300	224,900	247,300	277,400	285,500
Halewood, UK	167,900	153,800	179,000	160,200	121,200	189,400	137,300	163,800	168,000	150,100
Langley, UK	27,900	25,500	26,200	28,000	20,200	32,500	23,000	11,500	14,900	12,200
Saarlouis, Ger.	116,300	218,900	244,500	263,000	239,600	280,000	259,400	278,100	289,800	314,300
Southampton, UK	45,400	43,000	52,700	54,900	37,800	56,400	55,100	37,700	44,700	47,300
Valencia, Spa.	……..	……..	17,500	213,900	268,000	232,400	265,800	253,800	229,400	227,800
Cars	787,500	899,700	1,142,800	1,427,500	1,359,000	1,392,600	1,179,000	1,263,700	1,281,300	1,354,600
Commercials	117,100	109,800	122,600	135,100	103,600	158,900	140,200	101,300	105,900	94,000
TOTAL VEH.	904,600	1,009,500	1,265,400	1,562,600	1,462,000	1,551,500	1,319,200	1,365,000	1,387,200	1,448,600

*Built-up units; does not include KD.

Dealers

For franchised new car and truck dealers in the United States, 1983 started on a new upbeat mood. There were scattered signs that good times were ahead. While dealers had been plagued in 1982 and 1981 by a constant battle for survival, the enthusiasm for 1983 spelled recovery.

At the 1983 National Automobile Dealers Assn. Convention and Exposition, optimists — dealers, factory officials, auto trade association representatives and exhibitors—filled the halls. Attendance was up substantially from the preceding year.

Dealers got down to business selling cars and trucks. By spring the much-heralded recovery was in full bloom. Rebates and other consumer incentives were no longer a necessity. Interest rates came down and sales went up. Factory rehiring was on the upswing and production lines were rolling.

By year-end sales were even better than predicted. Dealers sold 9.2 million cars and 3 million trucks. Reflecting that improvement, 1983 marked the first time since 1955 that there was an increase in the number of dealerships handling domestic makes.

At year-end there were 20,841 dealerships in operation in the United States, up 42 from the 20,799 counted a year earlier. In the 27 years, 1956 through 1982, the total plunged from 41,018 to 20,799, a drop of 49 percent. During 1983 there were moderate dips in the count during the first and second quarters and then a strong recovery that put the total on the plus side for the year.

Domestic dealer count up first time since 1955

Chrysler Corp. and Ford Motor Co. were the chief factors in last year's gain. Chrysler added 227 dealers, its biggest increase since 1965, and Ford went up 94. It was Ford's greatest upswing since 1957 when it was building a retail organization for a car called Edsel.

Elsewhere, there were dips last year of 120 outlets for General Motors, 63 for American Motors-Renault and 28 for Volkswagen of America. Industry wide there was an aggregate advance of 110. A change in the number of intercorporate duals cut the industry's gain to 42.

The number of dealers in the United States carrying imported cars rose by 85 in 1983, a gain of just one percent, to be sure, but the first full-year gain since 1977. It was the strength of the domestic dealers taking on import lines that made the import dealer number swell.

The number of dealers carrying only imports actually declined during the year. And that decline was more than enough to offset gains in the domestc dealer population in 1983. When everything was tallied, the census found eight fewer dealers at the end of 1983 than one year earlier. The totals were 24,721 compared with 24,729.

Breaking that down, 10,096 dealers carried import lines at year-end. Of those, 3,880 carried only imports. Another 20,841 were domestic dealers, with or without an import line. One year earlier, 10,011 dealers carried imports; 3,930 carried only imports, and 20,799 were domestic dealers.

The overall loss of eight dealerships was the smallest loss since record keeping of import and domestic dealer populations began. The only year to post a gain was 1964.

NADA presidents

1984—James P. Jennings
Chevrolet
Glenview, Ill.
1983—William C. Turnbull
GMC-International
Harvester
Huntington, W. Va.
1982—George W. Lyles
Chevrolet and
Rolls-Royce
High Point, N. C.
1981—Wendell H. Miller
Dodge-Honda
Lincoln-Mercury
Binghampton, N. Y.
1980—George S. Irvin
Chevrolet-Subaru,
BMW and Mercedes-Benz
Denver, Colo.
1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.
1978—Robert P. Mallon
Ford
Tacoma, Wash.
1977—Reed T. Draper
Chevrolet
Saginaw, Mich.
1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.
1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.
1974—Hugh R. Gibson
Ford
Cleveland, O.
1973—John S. Hinckley
Dodge
Ogden, Utah
1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.
1971—Warren J. McEleney
Chevrolet-Oldsmobile-
Cadillac
Clinton, Ia.
1970—Sam H. White
Oldsmobile
Houston, Tex.
1969—Lyman W. Slack
Chevrolet
Portland, Ore.
1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.
1967—William E. Voyce Jr.
Ford
Baltimore, Md.
1966—S. E. Kossman
Buick-Cadillac-Pontiac-
GMC-Rambler-Jeep
Cleveland, Miss.
1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt.
1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho
1963—John H. Lander
Rambler
Atlanta, Ga.
1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.
1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.
1960—Birkett Williams
Ford
Cleveland
1959—H. L. Galles
Chevrolet-Cadillac-
Oldsmobile
Albuquerque, N. M.
1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.
1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.
1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.
1955—Frank H. Yarnall
Chevrolet, Chicago
1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City
1953—Robert S. Armacost
Studebaker
Kansas City
1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.
1951—R. D. McKay
Chrysler-Plymouth
Wichita
1950—Fred L. Haller
Hudson, Washington
1949—George F. Ziesmer
Ford
Mankato, Minn.
1948—Ben T. Wright
Lincoln-Mercury
Chicago
1947—M. O. Anderson
Buick, Seattle
1945-46—W. L. Mallon
Pontiac
Newark, N. J.
1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.
1942-43—D. E. Castles
Buick, St. Louis
1942—Harry Sommers
Chrysler-Plymouth, Atlanta
1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.
1939-40—Stanley H. Horner
Buick, Washington
1938—J. W. Roby
Shreveport, La.
1936-37—E. M. Lied
Omaha
1933-35—F. W. A. Vesper
St. Louis
1932—Floris Nagelvoort
Seattle
1931—F. J. Edwards
Milwaukee
1930—J. R. Histed
Beverly Hills, Calif.
1929—W. E. Griffith
San Francisco
1928—C. C. Coddington
Charlotte, N. C.
1927—W. L. Hughson
San Francisco
1926—C. B. Warren
New York
1925—[illegible]arles E. Gambill
San Marino, Calif.
1924—John L. Butler
Los Angeles
1923—G. G. G. Peckham
Cleveland
1922—Thomas J. Hay
Chicago
1922—W. J. Brace
Kansas City
1921—Jesse A. Smith
Milwaukee
1920—H. B. Harper
Rosemont, Pa.
1918-19—F. W. A. Vesper
St. Louis
1917—George W. Browne
Milwaukee

AVERAGE OWNERSHIP/OPERATING COST

ITEM	1983	1982	'82-'83 % Change	1978	'78-'83 % Change
Purchase Price	$8,358	$8,102	+ 3.16%	$4,707	+ 63.8%
Depreciation	13.71*	13.29*	+ 3.16%	8.19*	+ 67.4%
Insurance, Licenses, Fees	9.98	9.80	+ 1.8	5.65	+ 76.6
Interest Paid and Lost	7.66	9.67	−20.8	3.59	+113.3
Maintenance and Repair	3.55	3.42	+ 3.8	2.09	+ 69.9
Gas and Other Service Station Charges	8.38	8.49	− 1.3	5.33	+ 57.2
TOTAL	43.28*	44.67*	− 3.1 %	24.85*	+ 74.2%

AVERAGE COST PER CAR SIZE

CAR SIZE	1983	1982	'82-'83 % Change	1978	'78-'83 % Rise
Subcompact	34.63*	34.18*	+1.3%	22.52*	+53.8%
Compact	43.28	44.67	−3.1	24.85	+74.2
Mid-Size	45.46	49.02	−7.3	28.73	+58.2
Intermediate	49.56	50.69	−2.2	28.91	+71.4
Standard	55.42	52.31	+5.9	32.33	+71.4
AVERAGE	45.67*	46.17*	−1.1%	27.47*	+66.3%

*—Cents.

Source: Hertz Corp.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1984 VS. 1983

	Jan. 1, 1984				Jan. 1, 1983			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	256	2,540	2,796	1,526	399	2,380	2,779	1,589
AMC	170	1,270	1,440		267	1,190	1,457	
Renault	86	1,270	1,356		132	1,190	1,322	
CHRYSLER CORP.	976	7,487	8,463	3,864	970	7,199	8,169	3,637
Chrysler	0	2,888	2,888		0	2,665	2,665	
Dodge	963	1,781	2,744		955	1,537	2,492	
Imperial	0	0	0		0	425	425	
Plymouth	13	2,818	2,831		15	2,572	2,587	
FORD MOTOR CO.	2,846	6,063	8,909	5,508	2,853	5,802	8,655	5,414
Ford	2,827	1,850	4,677		2,832	1,764	4,596	
Lincoln	0	1,552	1,552		0	1,478	1,478	
Mercury	19	2,661	2,680		21	2,560	2,581	
GENERAL MOTORS	5,310	10,540	15,850	10,040	5,500	10,260	15,760	10,160
Buick	745	2,200	2,945		780	2,130	2,910	
Cadillac	255	1,340	1,595		260	1,315	1,575	
Chevrolet	3,090	2,065	5,155		3,185	2,010	5,195	
Oldsmobile	640	2,535	3,175		660	2,475	3,135	
Pontiac	580	2,400	2,980		615	2,330	2,945	
VOLKSWAGEN	906	0	906	906	934	0	934	934
TOTALS	10,294	26,630	36,924	21,844	10,656	25,641	36,297	21,734
Minus Intercorporate Duals				1,003				935
NET DEALERS				20,841				20,799

Copyright, 1984, Automotive News

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1984		Jan. 1, 1983	
Imported cars only				
Exclusives	2,750		2,643	
Duals	1,130		1,287	
		3,880		3,930
Import-domestic duals				
Domestics with captive imports	3,864		3,637	
Domestics with other imports	2,352		2,444	
		6,216		6,081
Total imported-car dealers		10,096		10,011

Notes Renault and Volkswagen are counted as domestics
Captive imports are Dodge—Colt, Conquest (Challenger in 1983) and Vista; Plymouth—Colt, Conquest (Sapporo in 1983) and Vista.

Copyright, 1984, Automotive News

IMPORT FRANCHISES

	Jan. 1, 1984	Jan. 1, 1983
JAPAN	10,434	9,884
Plymouth captives	2,831	2,587
Dodge captives	2,744	2,492
Nissan	1,101	1,083
Toyota	1,081	1,093
Honda	822	806
Subaru	798	784
Mazda	757	766
Isuzu	217	206
Mitsubishi	83	67
WEST GERMANY	1,573	1,565
Mercedes-Benz	416	413
BMW	414	403
Audi	413	421
Porsche	330	328
SWEDEN	730	723
Volvo	405	404
Saab	325	319
ITALY	334	199
Bertone/Pininfarina	141	0
Alfa Romeo	106	117
Ferrari	46	48
Maserati	41	34
FRANCE	316	330
Peugeot	316	330
UK	305	536
Jaguar	189	205
Rolls-Royce	65	69
Lotus	25	0
Aston Martin Lagonda	14	12
TVR	12	0
DeLorean	0	250
MISCELLANEOUS	15	15
TOTAL	13,707	13,252

Copyright, 1984, Automotive News

RETAIL OUTLETS
U. S. CARS, 1947-1984

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41
Jan. 1, 1983	20,799**	−4.06
Jan. 1, 1984	20,841**	+0.20

*—Jan. 1, 1982 and subsequent totals include Volkswagen.

**—Jan. 1, 1983, and subsequent totals include Renault.

Copyright, 1984, Automotive News

USED VEHICLE SALES BY FRANCHISED NEW CAR & TRUCK DEALERS

(In Thousands)

Year	Retail	Wholesale	Total
1972	10,295	2,260	12,555
1973	9,942	2,333	12,275
1974	8,625	2,023	10,648
1975	9,137	2,144	11,281
1976	10,035	2,478	12,513
1977	10,097	2,847	12,944
1978	9,903	3,127	13,030
1979	8,804	2,810	11,614
1980	7,818	2,469	10,287
1981	8,178	2,582	10,760
1982	7,959	2,500	10,459
1983	8,508	2,687	11,195

SOURCE: NADA Industry Analysis Department

REIMBURSEMENT RATES AND CHARGEBACKS BASED ON NAFA'S PERSONAL USE SURVEY

Personal Use Chargebacks for Fleets using a Straight Mileage Charge

U. S. Commercial Fleets Only

Amount	1978	1979	1980	1981	1982	1983
7c or less	47%	16%	14%	2%	3%	3%
8, 9 or 10c	35%	63%	44%	43%	45%	28%
11, 12, 13, 14c	18%	21%	42%	55%	51%	43%
15c or more	*	*	*	*	*	26%

Source: National Assn. of Fleet Administrators

ANNUAL COSTS TO OPERATE '83 WAGONS

Make/Model	Cyl./Liters	Average Annual Costs Operating	Average Annual Costs Ownership	Total
Honda Civic	4/1.5	$1,100	$2,409	$3,509
Toyota Corolla	4/1.6	1,100	2,513	3,613
Chevrolet Cavalier	4/2.0	1,310	2,563	3,873
Ford Escort L	4/1.6	1,260	2,018	3,878
Nissan Maxima	6/2.4	1,440	3,534	4,974
Dodge Aries	4/2.2	1,350	2,984	4,334
Chevrolet Malibu Classic	6/3.8	1,640	3,197	4,837
Volvo DL	4/2.3	1,430	3,687	5,117
Oldsmobile Custom Cruiser	8/5.0	1,890	3,888	5,778
Ford LTD Crown Victoria Country Squire	8/5.0	2,040	3,894	5,934

Basis: All costs based on three years/60,000 miles of ownership. Operating expenses include gasoline at $1.35 per gallon, oil, maintenance and tires. Ownership expenses include licensing, depreciation, financing, taxes and insurance.

Source: Runzheimer & Co.

CAPITAL EXPENDITURES AND LEASE FINANCING OF SELECTED TYPES OF EQUIPMENT, 1982

(Amounts in Billions of Dollars)

Category	Capital Expenditures	Lease Financing Amount	Lease Financing Percent of Capital Expenditures
Computers	34.0	5.0	14.7
Railroads—Class I	2.0	0.7	35.0
Motor Vehicles	30.1	9.3	30.9
Aircraft[1]	40.1	1.8	45.0
Shipping[2]	3.1	0.7	22.6
Agricultural Equipment[3]	13.3	0.7	5.3

1/ Capital leases plus tax benefit transfers.
2/ Capital expenditures consist of the value of newly produced non-military vessels.
3/ Farm gross capital expenditures ($12.6 billion) plus new leases of equipment ($0.7 billion), 1981.

Source: Estimates by Brimmer & Company

SALES PER OUTLET

1983 Position	Make	1982 Position
1—511	Toyota	484— 1
2—494	Honda	455— 2
3—479	Nissan	428— 3
4—435	Mitsubishi	59—24
5—320	Oldsmobile	254— 4
6—288	Buick	247— 5
7—261	Chevrolet	238— 6
8—230	Ford	197— 8
9—228	Mazda	213— 7
10—220	Volvo	185—10
11—198	Subaru	195— 9
12—189	Cadillac	157—14
13—187	Pontiac	162—12
14—177	Mercedes-Benz	161—13
14—177	Volkswagen	164—11
16—156	Mercury	125—16
17—145	BMW	132—15
18—135	Renault	51—26
19—120	Dodge	105—18
20—115	Audi	108—17
21— 99	Plymouth	98—19
22— 98	Isuzu	77—20
23— 94	Chrysler	66—21
24— 81	Saab	60—23
24— 81	Jaguar	49—27
26— 67	Lincoln	64—22
27— 66	Porsche	44—28
28— 47	Peugeot	43—29
29— 27	Alfa Romeo	17—31
30— 23	AMC	53—25
31— 15	Dodge Colt	16—32
32— 13	Plymouth Colt	15—33
33— 5	Challenger	6—35
34— 4	Sapporo	5—37
35— 2	Imperial	6—35

JAPAN'S TOP EXPORT MARKETS

1983 Pos.	Country	1983 units	1982 pos.
1	United States	2,234,375	1
2	Saudi Arabia	335,782	2
3	West Germany	274,436	4
4	Australia	256,883	3
5	United Kingdom	218,243	6
6	Canada	212,938	5
7	Malaysia	123,258	8
8	Holland	121,327	11
9	Indonesia	120,761	7
10	Thailand	116,480	15
11	Belgium	105,260	9
12	Switzerland	87,813	13
13	Austria	80,048	21
14	Puerto Rico	76,383	22
15	South Africa	72,741	12
16	Iran	71,153	39
17	France	66,351	17
18	Finland	64,324	20
19	New Zealand	58,765	10
20	Greece	50,581	14

Source: JAMA.

BIG FOUR FINANCIAL RESULTS

(in millions)

	Sales* 1983	Sales* 1982	Net Income (Loss) 1983	Net Income (Loss) 1982
American Motors	$ 3,428	$ 2,878	($ 147)	($153)
Chrysler Corp.	13,240	10,057	701	170
Ford Motor Co.	44,455	37,067	1,867	(658)
General Motors	74,582	60,026	3,730	963
TOTAL	$135,705	$110,028	$6,151	$322

*AMC sales include AM General, which was sold in 1983. If sales were restated to eliminate AM General, 1983 total would be $3.272 billion; 1982, $2,393 billion. Chrysler 1982 sales include Chrysler Defense, which was sold in 1982. If sales were restated to eliminate Chrysler Defense, 1982 total would be $10.045 billion

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%

Copyright, 1984, Automotive News

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

Copyright, 1984, Automotive News

WHERE JAPAN EXPORTED VEHICLES

Region	1983 units	Percent	1982 units	Change From '82
Southeast Asia	539,851	9.5	520,783	+ 3.7
Middle East	623,313	11.0	710,084	−12.2
Europe	1,274,223	22.5	1,122,975	+13.5
EEC	916,187	16.2	777,096	+17.9
North America	2,447,313	43.2	2,297,022	+ 6.5
Central America	162,855	2.9	134,745	+20.9
South America	55,179	1.0	108,336	−49.1
Africa	208,551	3.7	289,422	−27.9
Oceania	346,656	6.1	395,395	−12.3
Others	11,569	0.2	11,751	− 1.5
TOTAL	5,669,510	100.0	5,590,513	+ 1.4

AVERAGE DEALERSHIP PROFILE

	1977	1978	1979	1980	1981	1982	1983	% Change 1982-83
Total Dealership Sales	4,195,628	4,665,445	4,886,515	4,677,885	5,245,277	5,755,637	7,244,815	25.87
Total Dealership Gross	591,584	669,025	705,056	718,991	775,776	798,882	994,713	24.51
As % of Total Sales	14.10	14.34	14.49	15.37	14.79	13.88	13.73	
Total Dealership Expense	509,769	577,582	646,486	690,456	714,931	724,059	839,674	15.97
As % of Total Sales	12.15	12,38	13.23	14.76	13.63	12.58	11.59	
Net Profit Before Taxes	81,815	91,443	61,570	28,535	60,845	74,823	155,039	107.21
As % of Total Sales	1.95	1.96	1.26	0.61	1.16	1.30	2.14	
(Net Pre-tax Profit in Constant '67 Dollars)	45,077	46,788	28,316	11,562	22,340	25,880	51,953	100.75
New Vehicle Department Sales	2,681,006	2,990,550	3,102,937	2,881,577	3,204,864	3,533,961	4,593,213	29.97
As % of Total Sales	63.90	64.10	63.50	61.60	61.10	61.40	63.40	
Used Vehicle Department Sales	876,886	975,078	991,963	982,356	1,201,168	1,312,285	1,630,083	24.22
As % of Total Sales	20.90	20.90	20.30	21.00	22.90	22.80	22.50	
Service and Parts Sales	637,735	699,817	791,615	813,952	839,244	909,391	1,021,519	12.33
As % of Total Sales	15.20	15.00	16.20	17.40	16.00	15.80	14.10	
New Vehicles Average Selling Price	6,120	6,470	6,950	7,530	8,850	9,910	10,725	8.22
Average Net Worth (As of 12/31)	325,495	349,210	388,127	372,443	365,525	395,305	523,091	32.33
Net Profit as % of Net Worth	25.14	26.19	15.86	7.66	16.65	18.93	29.64	

Source: NADA Industry Analysis Department

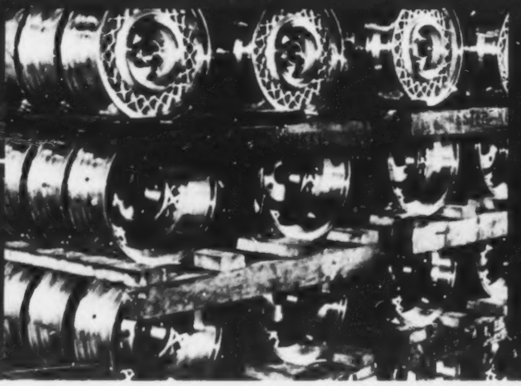
TRUCK OUTLETS

Retail Outlets*

	Jan. 1, 1984	Jan. 1, 1983
Chevrolet	5,155	5,192
Dodge	2,838	2,615
Ford	4,783	4,696
Freightliner	172	177
International	885	943
IVECO	230	201
Jeep	1,540	1,572
Kenworth**	125	120
Mack	205	209
Mercedes-Benz	171	170
Peterbilt	92	9
GMC	2,452	2,452
Plymouth***	2,831	2,587
Volvo	122	107
White	171	169
FWD	70	71
Miscellaneous	240	248
Private outlets	22,082	21,620
Factory outlets	143	147
TOTALS	22,255	21,767
Adjustment for multiple franchising	2,880	2,866
NET TOTALS	19,345	18,901

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth and Peterbilt totals are estimates.
***—Plymouth trucks are the Trail Duster sports/utility vehicles, Voyager window van and Scamp and Arrow compact pickups.
†—White includes Autocar.
‡—Revised.

Suppliers



Rise in output of components and materials

The recovery in car and truck sales brought welcome business to the suppliers of the auto industry. The major suppliers of steel, plastics, rubber and aluminum all reported increased production in 1983.

Shipments of reinforced plastics composites in 1983 totaled an estimated 1.923 billion pounds, up 25.8 percent over 1982. Transportation continues to be the top market for reinforced plastics composites.

Metallic plated and coated plastics consumption is expected to double between 1980 and 1990. On a tonnage basis, production will improve from 95 million pounds to 190 million pounds in 1990, representing an average annual gain of 10 percent.

Rubber consumption in North America in 1983 recovered significantly from 1982's level but still was lower than the high level achieved in 1968.

The upturn in 1983 production allows North American steel producers to embark on a plan to upgrade facilities. The modernization projects include continuous annealing lines, continuous casters, hot strip mills and galvanized facilities.

U. S. die casting industry sales climbed 12 percent in 1983 to $5.5 billion, following a decline the previous year. The chemical industry, pulled down by several years of a sagging national economy, posted healthy gains during a much-improved 1983.

Automotive electronic devices represent an extremely high growth market. Non-entertainment automotive electronic devices will jump from $1.06 billion in 1982 to $4.6 billion in 1988. Further increases are expected in electronic fuel injection systems, instrument clusters, climate control, skid control, traction and braking, suspension and steering control.

The domestic auto makers increased use of zinc and one-sided galvanized steel in 1983. The typical U. S.-built car contained 55 pounds of one-side galvanized steel, 120 pounds of two-sided and 98 pounds of Zincrometal. The zinc content per car of the three steel types tallied up as .90 pounds for one-side, 3.94 pounds for two-side and .61 pounds for Zincrometal.

The net zinc coating total amounted to 5.45 pounds per average car compared to the 1982 figure of 5.34, a 2.1 percent gain. The use of magnesium continues to gain popularity in the U. S. auto industry. While current use of magnesium is less than one pound per car, estimates run as high as two to three pounds by 1990.

The average U. S.-produced 1984 model car contains 137 pounds of aluminum, two pounds more than 1983 models. For the 1984 model year the auto makers began using aluminum radiators, replacing copper and brass radiators. The industry expects that half of the cars and trucks made in the U. S. will have aluminum radiators by 1986.

American machine tool orders rose 13 percent in 1983, according to the National Machine Tool Builders' Assn. Net new orders of cutting and forming machine tools totaled $1,696 million for the year compared to $1,498 million in the previous year.

In the two basic categories, metal cutting tools recorded an 8 percent order increase while metal forming machine tool orders rose 26 percent.

Zinc

9.6 pounds per car

America's four major automakers averaged a 2 percent increase in per vehicle use of zinc in 1983 models.

The typical U.S.-built car contained 55 pounds of one-side galvanized steel, 120 pounds of two-side and 98 pounds of Zincrometal. The zinc content per car of the three steel types tallied up as .90 pounds for one-side, 3.94 pounds for two-side and .61 pounds for Zincrometal. The net zinc coating total amounted to 5.45 pounds per average car compared to the 1982 figure of 5.34, a 2.1 percent gain.

Since the stamping of steel results in a 35 percent offal factor, the gross amount of zinc consumed to produce the typical 1983 American car actually totaled 8.38 pounds. Approximately 1.25 pounds of zinc was added to that to account for the zinc rich paint incorporated into the average auto, producing a cumulative consumption total of 9.63 pounds.

The 1983 figures revealed a trend toward utilization of heavier zinc coatings by U.S. car makers. Per vehicle use of one-side galvanized, which contains 32.8 pounds of zinc per ton, rose from 52 to 55 pounds, and deployment of two-side galvanized, containing 65.6 pounds of zinc per ton, increased from 116 to 120 pounds. Use of Zincrometal, which has a zinc content of 12.5 pounds per ton, dropped from 109 to 98 pounds.

General Motors achieved the highest per vehicle zinc coating usage of 5.89 pounds, while American Motors had the lowest with 4.22 pounds. Chrysler registered a 5.70 pound rate and Ford used 4.84 pounds.

The varying figures represented diverse zinc coatings philosophies among the manufacturers. For example, Chrysler led the industry in the use of one-side galvanized, incorporating 161 pounds into each average car, while GM and Ford relied more on two sided, utilizing 133 pounds and 122 pounds, respectively. American Motors, on the other hand, was the only carmaker which chose to use no Zincrometal in its 1983 autos, relying solely on one- and two-side galvanized.

ZINC COATINGS CONTENT
Typical U.S. Car—1983

Type	lbs./steel	lbs./zinc
One-side	55	.90
Two-side	120	3.94
Zincrometal	98	.61
Net total (in finished car)	273	5.45
Gross total (zinc consumed)	—	8.38
Zinc rich paint	—	1.25
Cumulative total of zinc consumed	—	9.63

Machine tools

Orders up 13 percent

American machine tool orders rose 13 percent in 1983, according to the National Machine Tool Builders' Assn. Net new orders of cutting and forming machine tools totaled $1,696,050,000 for the year compared to $1,497,750,000 in 1982. However, shipments were down steeply at $1,845,600,000, a 49 percent drop from 1982's total of $3,604,400,000.

In the two basic categories of machine tools, metal cutting tools recorded an 8 percent order increase in 1983 at $1,151,550,000 while metal forming machine tool orders rose 26 percent, totaling $544,500,000. Metal cutting shipments were off 53 percent at $1,372,050,000 and shipments of metal forming machine tools dropped 33 percent to $473,550,000 during 1983.

1983 QUARTERLY AND TOTAL SHIPMENTS AND NET NEW ORDERS OF MACHINE TOOLS
(Dollar figures in thousands)

Cutting and Forming

DATE	Shipments Total	Shipments Foreign	Net New Orders
1983-1	$ 487,450	$ 56,650	$ 314,850
2	469,650	58,300	399,100
3	357,050	42,900	468,150
(p)4	531,450	57,150	513,950
Total	$1,845,600	$215,000	$1,696,050

Cutting

DATE	Shipments Total	Shipments Foreign	Net New Orders
1983-1	$ 370,600	$ 40,800	$ 224,100
2	357,500	49,300	269,300
3	252,350	32,200	322,200
(p)4	391,600	49,600	335,950
Total	$1,372,050	$171,900	$1,151,550

Forming

DATE	Shipments Total	Shipments Foreign	Net New Orders
1983-1	116,850	$ 15,850	$ 90,750
2	112,150	9,000	129,800
3	104,700	10,700	145,950
(p)4	139,850	7,550	178,000
Total	$ 473,550	$ 43,100	$ 544,500

(p) Preliminary.
Source: National Machine Tool Builders' Assn.

Magnesium

More applications

World magnesium production during the first half of 1983 dropped 11,400 metric tons from the same period of 1982. Predictions for increased production in the second half of 1983 were positive, as inventories built in 1981 and 1982 dwindled, according to the International Magnesium Assn.

Magnesium continues to gain popularity in the U.S. automobile industry.

While current use of magnesium is less than one pound per car, estimates from a University of Michigan study predict use will be two to three pounds by 1990. This prediction is backed by at least one U.S. auto manufacturer, Chrysler Corp., which expects to reach that poundage by the end of the 1980s.

Chrysler began using magnesium shift handles in 1983 Dodge Shelby Chargers.

Chevrolet Corvette uses die-cast magnesium for the air cleaner and two rocker-arm covers.

Pontiac Fiero utilizes a grille made of magnesium. It is an assembly of three die-cast sections with a center portion and two side panels. The grille is the largest magnesium component used in the U.S. auto industry.

MAGNESIUM PRODUCTION BY WORLD ZONE

Year	U.S. & Canada	Western Europe	Asia & Oceania	Total
1978	143,900	54,000	11,300	209,200
1979	156,400	58,700	11,400	226,500
1980	163,000	64,400	9,200	236,600
1981	138,400	64,400	5,700	208,500
1982	97,800	52,800	5,780	156,380
First-half 1983	45,800	20,400	2,900	69,100

Source: International Magnesium Assn.

Plastics

Reinforced climb

Shipments of reinforced-plastics composites in 1983 totaled an estimated 1.923 billion pounds, up 25.8 percent over 1982. For 1984 the industry is looking to top the two billion pound "good old days" of 1978 and 1979, according to the SPI Reinforced Plastics / Composites Institute. The '84 forecast is for record shipments of 2.155 billion pounds this year, an increase of 12 percent over the poundage estimate for 1983. The previous high was 2.046 billion in 1979.

For the eighth straight year, land transportation was the top market for reinforced-plastics composites, moving up 28 percent to 458 million pounds in 1983. Increased production of cars and trucks was the major factor in the advance, but new applications, improved materials and innovative production techniques also played a role in the upswing.

Car body panels are the major product in the market, accounting for 76 percent of the reinforced plastics going into cars. The next largest area is underhood applications, followed by passenger compartment parts, electrical applications, and suspension, chassis and frame.

REINFORCED-PLASTICS SHIPMENTS BY MARKET
(in millions of pounds)

MARKETS	1982	1983	1984
Aircraft	22	25 (+14%)	29 (+16%)
Appliances/Business Equipment	82	106 (+29%)	123 (+16%)
Construction	312	400 (+28%)	422 (+ 6%)
Consumer Products	84	128 (+52%)	143 (+12%)
Corrosion-Resistant Equipment	235	288 (+23%)	320 (+11%)
Electrical/Electronic	140	170 (+21%)	189 (+11%)
Marine	230	276 (+20%)	309 (+12%)
Transportation, Land	359	458 (+28%)	540 (+18%)
Other or Specialties	64	72 (+13%)	80 (+11%)
TOTAL	1,528	1,923 (+25.85%)	2,155 (+12%)

Source: SPI Reinforced Plastics/Composites Institute

Die castings

Decline ends

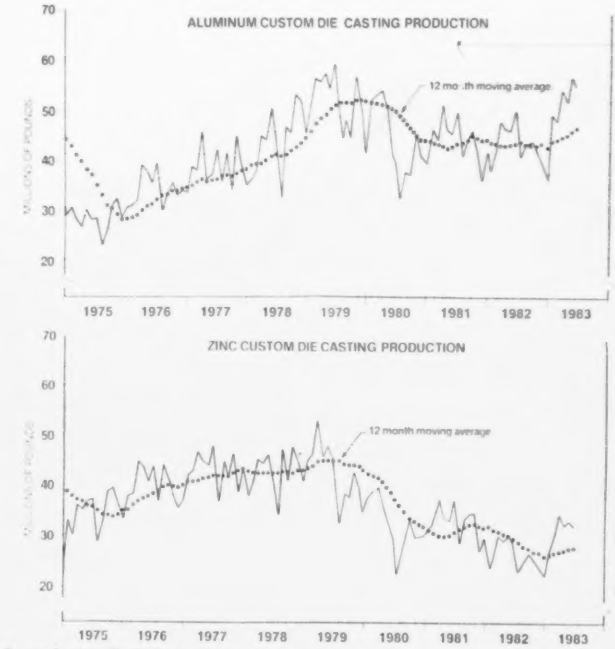
U.S. die casting industry sales climbed 12 percent in 1983 to $5.5 billion, erasing 1982's decline, according to the American Die Casting Institute.

Zinc custom die casting sales were up 10 percent and pounds shipped were up 13 percent. Aluminum custom die casting sales were up 13 percent with pounds shipped up 16 percent. Magnesium custom die castings also exhibited growth.

ADCI expects zinc die casting sales to increase somewhat and aluminum sales to rise significantly in 1984.

Industry trends in 1983 included moves by the U.S. auto industry — die casting's largest customer — to reduce costs and increase sales, and many customers pressured die casters to maintain or reduce prices.

Other die casting trends included increased foreign competition in subassemblies and parts for finished products; newer applications and product redesigns in traditional markets; and a decline in captive die casting facilities.



Source: American Die Casting Institute.

Tires, rubber

Rebound in 1983

The International Institute of Synthetic Rubber Producers Inc., said rubber consumption in North America in 1983 recovered significantly from 1982's level but still was lower than the level achieved in 1968.

Projections of rubber demand through 1988 show a compound annual growth rate of 2.3 percent, which is slightly below the generally accepted GNP projections of 3 to 4 percent annually.

Because of the development of longer wearing and smaller tires, the proportion of total rubber used in tires is projected to decline from 61.9 percent in 1983 to 61.4 percent in 1988. During this same time span, however, synthetic rubber is expected to increase from 72.3 percent to 72.7 percent of the total.

A large portion of this strength is expected to be in ethylene-propylene rubber in non-tire applications.

Meantime, the Rubber Manufacturers Assn. reported U.S. production and shipments of car, truck and bus, and mobile home tires increased in 1983.

NAS STATISTICAL COMMITTEE SYNTHETIC RUBBER FORECAST
North American New Rubber Consumption
(All Figures in M Metric Tons)

	1982 Actual	1983	1984	1985	1986	1987	1988
Styrene Butadiene-Dry	864	902	939	956	969	973	997
Styrene Butadiene-Latex	87	99	104	107	108	109	114
Polybutadiene	343	364	380	390	401	410	415
Ethylene-Propylene	117	139	151	160	169	173	180
Polychloroprene	76	86	92	94	96	98	98
Nitrile-Solid	48	51	56	58	60	61	63
Nitrile-Latex	6	7	7	7	8	8	8
Other Synthetic*	347	314	318	321	329	327	340
Total Synthetic	1,888	1,962	2,047	2,093	2,140	2,159	2,215
Natural Rubber	734	752	778	792	809	814	832
Total New Rubber	2,622	2,714	2,825	2,885	2,949	2,973	3,047
Tire Rubber	1,563	1,680	1,748	1,780	1,814	1,826	1,871
Non Tire Rubber	1,059	1,034	1,076	1,105	1,135	1,147	1,176
Percent Synthetic	72.0	72.3	72.5	72.5	72.6	72.6	72.7
Carboxylated SBR Latex	246	287	299	306	306	312	320

*Includes Butyl Rubber and Polyisoprene

U.S. TIRE SHIPMENTS & PRODUCTION
(Figures in thousands of units)

PASSENGER TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	43,845	33,981	+29.03
Radial	36,599	28,415	+28.80
Replacem't	133,964	130,539	+ 2.62
Radial	93,915	86,000	+ 9.20
Export	4,206	2,949	+42.62
Radial	2,899	1,521	+90.60
Total	182,015	167,469	+ 8.69
Radial	133,413	115,936	+15.07
Production	156,256	149,481	+ 4.53
Radial	109,796	102,322	+ 7.30
End. Inv.	27,953	33,125	−15.61
Radial	20,333	24,946	−18.49

TRUCK & BUS TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	5,519	4,652	+18.64
Radial	2,614	1,910	+36.86
Replacem't	30,301	28,149	+ 7.65
Radial	10,268	8,266	+24.22
Export	1,030	966	+ 6.63
Radial	483	273	+76.92
Total	36,850	33,757	+ 9.13
Radial	13,365	10,449	+27.91
Production	30,667	29,019	+ 5.68
Radial	9,740	7,634	+27.59
End. Inv.	5,387	6,830	−21.13
Radial	2,021	2,638	−23.39

MOBILE HOME TIRES

	1983	1982	% Change
Shipments			
Orig. Equip.	1,531	1,058	+44.71
Replacem't	57	53	+ 7.55
Export	13	1	+1200.00
Total	1,601	1,112	+43.97
Production	1,675	1,030	+62.62
End. Inv.	165	102	+61.76

Source: Rubber Manufacturers Assn.

Chemicals

Healthy gains

The chemical industry, pulled down by several years of a sagging national economy, posted healthy business gains during a much-improved 1983, according to the Chemical Manufacturers Assn.

CMA said industry sales rose 9.6 percent during 1983 over the year before, to $189 billion. The sales gain, CMA said, was the result of an increase in the volume of products sold—and not the upward movement of prices.

Myron Foveaux, CMA assistant director of government relations for international trade and economics, said sales during 1984 are expected to rise 13 percent above last year.

CHEMICALS AND ALLIED PRODUCTS 1973-1983

												PERCENT OF CHANGE		
		1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (P)	1983 over 1982	5 Year growth rate*	10 Year growth rate*
1	Total Shipments (billion $)	65.0	83.7	89.2	104.1	118.2	129.4	147.7	162.5	180.5	172.8	189.4	9.61	7.92	11.29
2	Production Index (1967 100)	154.5	159.4	147.2	169.3	180.7	197.4	210.5	207.1	215.6	196.1	215.6	9.94	1.78	3.39
3	Corporation Sales (billion $)	83.6	84.9	88.2	101.8	112.4	126.0	142.8	157.7	188.8	186.4	199	6.76	9.57	9.06
4	Net Income (after taxes, billion $)	5.7	7.2	6.7	7.6	8.1	9.1	10.8	11.2	13.0	10.3	11.9	15.53	5.51	7.64
5	Net Income to Sales (%)	6.8	8.4	7.6	7.5	7.2	7.2	7.6	7.1	6.9	5.5	6.0	......	......	......
6	Assets (average) (billion $)	68.0	67.8	78.2	88.5	97.2	109.3	125.5	137.0	165.9	181.1	184.4	1.82	11.03	10.43
7	Net Income to Assets (%)	8.3	10.6	8.6	8.6	8.3	8.4	8.6	8.2	7.8	5.7	6.5	......	......	......
8	Capital Expenditures New Plant & Equipment (billion $)	4.20	6.40	7.63	8.10	8.12	8.42	10.69	12.60	13.60	13.82	13.75	−.43	10.32	12.60
9	Operating Rate (%)	88	85	74	80	78	80	83	79	75	69	73	......	......	......
10	Producer Price Index (1967 100)	110.0	146.8	181.3	187.2	192.8	198.8	222.3	260.3	287.8	292.3	293.1	27	8.07	10.30
11	Total Employment (thousands)	1.033	1.057	1.013	1.034	1.074	1,096	1.109	1.107	1.109	1.079	1.058	−1.95	−0.70	0.24
12	Average Weekly Wage Production Workers ($)	188	202	220	245	268	234	318	344	379	407	435	6.88	8.15	8.75
13	Funds for Research and Development (billion $)	1.86	2.16	2.41	2.75	2.91	3.25	3.62	4.26	5.06(R)	5.99(R)	6.65^{d}	10.83	15.40	13.59
14	Exports (billion $)^{b}	5.75	8.82	8.70	9.96	10.81	12.62	17.31	20.74	21.19	19.89	19.82	−.35	9.45	13.17
15	Imports (billion $)^{c}	2.47	4.02	3.70	4.77	4.97	6.43	7.49	8.58	9.32	9.49	10.33	8.85	9.95	15.38
16	Trade Balance (billion $)	3.28	4.80	5.00	5.19	5.84	6.19	9.82	12.16	11.87	10.47	9.49	−9.36	8.92	11.21

Sources: 1, 14-16 U.S. Department of Commerce, Bureau of the Census. 2 Federal Reserve Board. 3-7 Federal Trade Commission. 8-9 U.S. Department of Commerce, Bureau of Economic Analysis. 10-12 U.S. Department of Labor, Bureau of Labor Statistics. 13 National Science Foundation (industry generated funds only—excludes government sponsored).
FOOTNOTES: (P)—Preliminary data. (R)—Revised from previous data. b—F.A.S. Value. c—Imports for Consumption—Custom Value. d—NSF Projection. *—Compounded annually.

Steel

Making moves

North American steel producers are making moves to upgrade facilities.

The modernization move falls under four headings: Continuous annealing lines, continuous casters, hot strip mills and galvanizing facilities. In addition, companies are doing a great deal within their mills to improve steelmaking technologies.

Continuous annealing lines of Bethlehem Steel Corp. and Inland Steel Co. came on-stream at the end of 1983. Both facilities produce high-strength and ultra high-strength steels for automotive products. The lines allow for better control of heating and cooling treatments at much faster rates than previously possible.

Continuous casters, which convert liquid steel directly into solid basic forms ready for rolling into finished products, offer improvements in quality and advantages in energy and manpower over the traditional ignot casting - stripping - reheating - primary rolling technique. In a three-year period ending in 1984, domestic steelmakers will have installed 16 new continuous billet and slab casters.

New hot strip mills have computerized operating and quality control systems.

The big push for galvanized capacity is coming from Detroit as a result of car companies' emphasis on vehicles with long-lasting corrosion protection. While hot-dipped galvanizing accounts for the vast majority of production today, there is interest in utilizing electrolytic galvanizing among the North American steel producers. This is a cold process which does not alter the base material's mechanical properties. It produces steels with more uniform coatings, and can make galvanized steel with improved surface quality.

Meantime, further improvement in corrosion resistant cars is a major need perceived by both auto company engineers and steel producers, according to a survey taken by the Committee of Sheet Steel Producers, American Iron and Steel Institute (AISI).

When asked, "Do vehicle producers perceive a need for further improvement in corrosion resistance from today's cars?" with choices ranging from 6 (strongly agree) to 1 (strongly disagree), the car engineers responded with an average of 5.5.

Car company engineers forecast the use of galvanized and other coated steels in a typical car body in 1990 will increase to 413 pounds. A typical 1984 car is estimated to contain 300 pounds of galvanized and other coated steels. The net increase of 113 pounds translates into a 38 percent increase.

Plastics

Plated/coated rise

Metallic plated and coated plastics consumption for both industrial - functional and consumer - decorative purposes is expected to double between 1980 and 1990, according to Margolis Marketing Research Co. On a tonnage basis, total use of plated/coated plastics in the U.S. is forecast to increase from 95 million pounds in 1980 to 190 million pounds in 1990, representing an average annual gain of 10 percent.

The principal reasons for the increase are improved metallizable plastics, advanced equipment technology and larger market demand.

In the mid-1980s significant shifts are occurring. Chrome plating, which dominated the plating/coating on plastics business in the 1970s with more than 90 percent of the total market, is expected to decline to 75 percent.

Vacuum metallizing and sputtercoating are attracting greater attention, while improved basecoats and topcoats are expected to contribute to greater use of vacuum chamber processes. Hot-stamping foil compositions and equipment, especially special-function coats for higher mechanical properties (impact resistance) and higher-speed stampers, are expected to move closer to the limelight during the second half of the decade.

METALLIC PLATED & COATED PLASTICS CONSUMPTION IN U.S. (millions of pounds)

Plastics	1970	1975	1980	1985	1990
ABS	19	43	53	81	92
Polypropylene	6	7	10	12	17
Noryl PPO	2	4	6	15	25
Polyester (film)	10	12	14	17	20
PVC (film)	—	4	4	5	6
Others*	3	5	8	12	30
TOTALS	40	75	95	142	190

*Polysulfone, nylon, polyphenylene sulfide, styrene, acrylic, acetal, urethane, epoxy, polycarbonate, cellulose acetate.

METALLIC PLATED & COATED PLASTICS BY PROCESS IN U.S. (millions of pounds)

Process	1980	1985	1990
Chrome plating	85	120	140
Other plating/coating processes*	10	22	50
TOTAL	95	142	190

*Vacuum metalizing, sputtercoating, hot stamping, zinc arc spraying, flame spraying, spray-applied nickel/urethane or nickel/acrylic coatings.

METALLIC PLATED & COATED PLASTICS CONSUMPTION BY INDUSTRY IN U.S. (millions of pounds)

Industry	1970	1975	1980	1985	1990
Automotive	18	36	44	57	65
Appliance	14	21	26	31	40
Marine and plumbing	5	12	15	21	28
Electrical and electronic	1	2	4	*23	45
Household products (other than appliance)	1	2	3	5	7
Other consumer and industrial products*	1	2	3	5	5
TOTAL	40	75	95	142	190

*Includes electromagnetic interference (EMI) and radio frequency interference (RFI) shielding including products that could be listed in automotive, appliance, and other products such as video games and personal computers.
Source: Margolis Marketing & Research Co.

Electronics

Rising high-tech

Detroit's emphasis on high-tech cars featuring computerized controls will jump the market for non-entertainment automotive electronic devices from $1.06 billion in 1982 to $4.6 billion in 1988 (in constant dollars), according to a study by Frost & Sullivan.

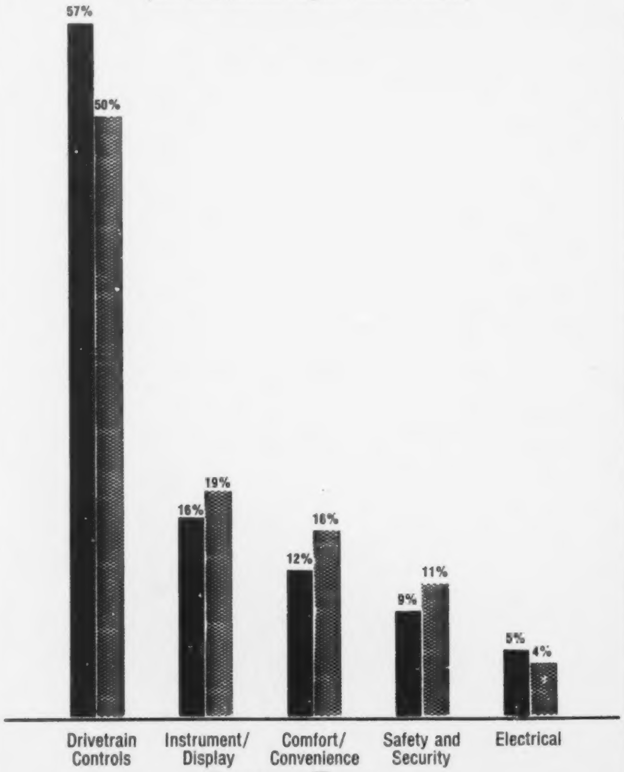
The rising use of electronic fuel injection systems — which allow for accurate and consistent fuel delivery, fuel economy, and increased power—will help the drivetrain control segment to dominate the auto electronics market, growing from $600 million in 1982 to a market worth some $2.3 billion in 1988, a 50 percent share of the total market. (All figures are for electronics used in U.S.-made cars only.)

With developments in instrument clusters and LCDs, and with new applications in road maps and large area displays, F&S predicts considerable growth in the instruments and displays category. Annual volume is projected to grow from $170 million in 1982 to $875 million in 1988. LEDs are already being used extensively.

Substantial growth in electronics for climate control, skid control, traction and braking, active suspension and load leveling, and steering control is predicted.

AUTOMOTIVE ELECTRONIC DEVICE MARKET

(Non-entertainment segment market shares)



Source: Frost & Sullivan.

Aluminum

Adding pounds

The average U.S.-produced 1984 model car contains 137 pounds of aluminum, two pounds more than in 1983 (see table, Page 92).

Major news for 1984 is that it marks the year when the aluminum radiator began replacing copper and brass in earnest. Ford Motor Co. uses aluminum radiators in its Escort/Lynx and Tempo/Topaz lines. General Motors puts them in its A-body line, its Pontiac Fiero, Pontiac Firebird and Chevrolet Corvette. The Aluminum Association Inc. predicts that half the cars and trucks made in the U.S. will have aluminum radiators by 1986.

ESTIMATED AMOUNT OF ALUMINUM IN U.S. CARS—1960-1984

Model year	Average car weight lbs. (1)	Aluminum application lbs./car (2)	% Aluminum
1960	...	54	...
1961	...	63	...
1962	...	67	...
1963	...	70	...
1964	...	72	...
1965	...	71	...
1966	...	73	...
1967	...	71	...
1968	3,863	72	1.9
1969	3,942	73	1.9
1970	3,877	78	2.0
1971	3,887	77	2.0
1972	3,942	78	2.0
1973	3,969	81	2.0
1974	3,968	83	2.1
1975	4,058	84	2.1
1976	4,059	87	2.1
1977	3,944	100	2.5
1978	3,589	114	3.2
1979	3,485	116	3.4
1980	3,100	120	3.9
1981	3,073	130	4.2
1982	3,051	133	4.4
1983	3,115	135	4.3
1984	3,103	137	4.4

(1) "Passenger Car Fuel Economy . . . Trends through 1984," J. D. Murrell et al, EPA.

(2) Alcoa (model years 1960-1971); Automotive & Truck Committee, Aluminum Assn. (model years 1972-present).

ALUMINUM PARTS ON 1984 CARS

BODY APPLICATIONS

Arm Rest Frame, Sheet—AMC, Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac some models.

Carpet Scuff Plate, Sheet — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac, Ford, Lincoln, Mercury—some models; Chrysler, Dodge, Plymouth, AMC, VW Rabbit (all models).

Door Lock Spacers, Cast — Buick LeSabre, Cadillac de Ville, Chevrolet Caprice, Oldsmobile 88.

Fuel Tank Door and Bezel, Headlamp Opening Doors, Instrument Panel Reinforcement, Sheet—Chevrolet Corvette.

Head Rest Bar, Extruded — Buick, Cadillac, Chevrolet, Ford, Mercury, Oldsmobile, Pontiac—some models; Chrysler, Dodge, Plymouth—all models.

Hood - Inner and Outer, Sheet, Painted; Hinges, Sheet—Oldsmobile Cutlass, Toronado, 88, 98—some models.

Hood Latch Reinforcement, Sheet—Pontiac—some models.

Knee Bar—Extruded, Sheet—VW Rabbit.

Load Floor, Sheet—Buick, Oldsmobile, Pontiac (B-body) station wagon; Ford Mustang, LTD (station wagon); Mercury Capri, Marquis (station wagon).

Luggage Rack and Air Deflector, Sheet, Extruded—Buick, Chevrolet, Oldsmobile, Pontiac — some models; AMC; Ford LTD; Mercury Marquis; Chrysler, Dodge, Plymouth station wagons; AMC—most models; VW Rabbit.

Seat Backs, Sheet—Buick, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury — station wagons; Cadillac Fleetwood.

Seat Frame, Extruded — Ford Mustang; Mercury Capri.

Seat, Front, Adjustment Spacer, Cast — Chrysler, Dodge, Plymouth—some models.

Seat-Power Adjustment Assembly, Forging, Sheet—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac—some models.

Steering Wheel—Buick — some models; Ford Mustang; Mercury Capri; VW Rabbit.

Sun Roof Hatch Frame, Sheet, Extruded — AMC; Chevrolet; Chrysler, Dodge; Ford, Lincoln, Mercury; Plymouth; Pontiac; VW Rabbit—some models.

Tailgate Hinge, Extruded — AMC Jeep Cherokee and Wagoneer.

Tulip Panel, Sheet—Buick Skylark, Oldsmobile Omega.

BRAKE SYSTEM

Brake Drums, Cast Composite—Buick Regal; Cadillac — some models; Chevrolet—some models; Oldsmobile Cutlass; Pontiac Firebird; Ford LTD, Mustang; Mercury Capri.

Brake Silencer Pad, Cast — Dodge Omni; Plymouth Horizon.

Calipers and Mounting Plates, Cast—Chevrolet, Pontiac Fiero.

Master Cylinder, Cast — AMC, Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — most models; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth—all models.

Master Cylinder Primary and Secondary Piston Wheel Cylinder Piston, Cast—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth—all models.

Pedal Bracket, Sheet—Chevrolet Corvette.

Power Brake Booster Plate, Sheet—Ford Escort, Mercury Lynx.

Proportioning Valve, Extruded—AMC Jeep; Cadillac DeVille; Pontiac Fiero; Ford Escort, LTD, Crown Victoria; Lincoln—all models; Mercury Lynx, Grand Marquis; Renault Alliance; VW Rabbit.

Splash Shield, Sheet — Chevrolet Corvette; Dodge Aries, Omni; Plymouth Horizon, Reliant.

BUMPER SYSTEMS

Bumper, Face Bars—Extruded, Anodized — Ford Tempo, LTD station wagon (rear), Escort; Mercury Topaz, Marquis station wagon (rear), Lynx; Dodge Omni, Rampage, Caravan T-115; Plymouth Horizon, Scamp, Voyager T-115; AMC Eagle, Jeep Cherokee, Jeep Wagon; VW Rabbit.

Bumper, Face Bars, Sheet, Chrome Plated — Lincoln Town Car.

Bumper, Face Bars, Sheet, Anodized—Buick Skylark, Oldsmobile Omega.

Bumper Reinforcements, Extruded—Mercury LN7 (front).

Bumper Reinforcements and Brackets—Sheet — Buick Century, Electra, LeSabre, Regal; Cadillac DeVille, Eldorado, Seville; Chevrolet Caprice, Corvette, Impala; Oldsmobile, Cutlass, 88, 98, Toronado; Pontiac—most models; Ford—most models; Lincoln—most models; Mercury—most models; Dodge Omni; Plymouth Horizon (2-door).

Override, Shield, Sheet—Chevrolet Corvette.

Skid Bar Plate, Sheet—Chevrolet Corvette.

CHASSIS, STEERING AND SUSPENSION

Frame Extension—Sheet, Spring Anchor Plate—Sheet, Spring Protectors — Sheet, Spring Seat — Sheet, Stabilizer Bracket — Sheet, Stabilizer Insulator — Sheet, Steering and Rear Knuckle — Forged; Power Steering Pump Bracket — Cast, Power Steering Reservoir Bracket — Cast, Upper and Lower Control Arms — Forged, Wheel Spindle Control Rods—Forged—Chevrolet Corvette.

Power Steering Bracket, Cast—Chevrolet Corvette; Ford — all models; Lincoln — all models; Mercury—all models.

Power Steering Pump Housing—Ford Mustang.

Rack and Pinion Housing, Cast — AMC — most models; Buick Skylark, Century; Cadillac — some models; Chevrolet Citation, Celebrity, Chevette: Oldsmobile Ciera, Firenza, Omega; Pontiac 2000, 6000, Phoenix; Ford Escort, Tempo; Lincoln — some models; Mercury Lynx, Topaz; Chrysler, Dodge, Plymouth; VW Rabbit.

Steering Column Bracket, Extruded—Chevrolet Corvette; Ford pickup.

Steering Column Gear Housing, Cast—Chevrolet Chevette, Corvette; Pontiac 1000; Ford Mustang; Mercury Capri; Chrysler — most models; Dodge Aries, Omni; Plymouth Reliant, Horizon; VW Rabbit.

DRIVETRAIN AND TRANSMISSION ACCESSORIES

Carrier - Forward/Reverse, Reactor Connector, Intermediate Band Servo Cover and Piston, Kickdown Servo Rod Guide, Cast—Ford, Lincoln, Mercury—some models.

Clutch Pistons, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some models; Chrysler, Dodge, Plymouth — most models.

Forks, Cast — Buick, Chevrolet, Oldsmobile, Pontiac — some models; Chrysler, Dodge, Plymouth—most models.

Governor Body, Lower and Upper Valve Body, Cast — Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth — some models.

Housing; Transaxle, Transmission, Clutch, Convertor, Extension, Cast — Most makes and models.

Output Shaft Retainer, Cast — AMC; Chrysler, Dodge, Plymouth.

Pump Body, Cover, Support, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some models.

Rear Band Servo Piston, Cast—AMC; Ford, Lincoln, Mercury; Chrysler, Dodge, Plymouth — some models.

Stators, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury, Lincoln; Chrysler, Dodge, Plymouth; AMC — some models.

Transfer Body Plate, Cast — AMC Eagle, Jeep Wagoneer, Cherokee; Dodge Omni; Plymouth Horizon.

Propeller Shaft, Rear Wheel Drive Shafts—Extruded Forged, Driveline Support—Sheet, Rear Axle Carrier Housing — Cast, Differential Housing—Cast, Rear Axle Cover Assembly — Cast, Accelerator Pedal, Sheet — Chevrolet Corvette.

ENGINE AND ACCESSORIES— HEATING AND COOLING

Air Conditioning: Evaporators—Brazing Sheet, Condensor Coils — Finned Tube, Line Tubing, Muffler—Sheet, Suction Control Valve, Skived Fin Condensor, Compressor Piston—Cast, Compressor Housing — Cast, Mounting Brackets, Cast—Most makes and models.

Fan Blades, Sheet — Buick, Cadillac, Chevrolet; Chrysler, Dodge; Ford, Lincoln, Mercury; Oldsmobile, Pontiac; Plymouth —some models.

Radiator, Tube and Sheet — Buick Century — some models; Chevrolet Camaro, Ciera—some models; Ford Escort, Mercury; Pontiac—most models; VW Rabbit.

Radiator Hose Support — Chevrolet Corvette.

Radiator Shroud, Sheet — VW Rabbit.

Radiator Support Assembly, Sheet—Ford, Lincoln, Mercury —some models.

Water Inlets, Outlets, Water Pump Housing, Cast — Most makes and most models.

Water Pump Mounting Bracket, Sheet—Ford Mustang, Mercury Capri; Dodge Aries and Omni; Plymouth Reliant and Horizon.

ENGINE

Block, Cast—Cadillac 4.1-liter.

Cylinder Heads, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — some diesels; Ford, Lincoln, Mercury — some models; Chrysler, Dodge, Plymouth — most models; Renault Alliance, Encore; VW Rabbit.

Intake Manifold, Cast — All makes, most models.

Pistons, Cast — All makes and models.

Front Cylinder Cover, Cast — Most makes, most models.

Timing Chain Cover, Cast or Sheet—All makes, most models.

Oil Pan, Cast — Ford Tempo, Mercury Topaz.

Oil Filter Base, Sheet — Dodge Omni, Plymouth Horizon; AMC — some models. **Cast** — most makes, some models.

Oil Filter Cap, Sheet — Pontiac —most models; Ford—most engines.

Oil Pump Body, Cast — Most makes, most models.

Rear Cover Plate, Alternator Bracket, Sheet—Cadillac Fleetwood, Seville; Ford—some models; Mercury—some models.

Rocker Arm Pivot, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac—some models.

Cam Shaft Housing, Sheet — Chevrolet Chevette.

Cam Gear, Cast—Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac — most models; Chrysler, Dodge—most models; Plymouth —some models.

Drive Belt Tensioner, Cast — Chevrolet Corvette.

EMISSIONS, FUEL, ELECTRICAL

Air Cleaner Tray and Cover, Sheet — Ford — some models; Mercury—some models.

Accelerator Pump Cover, Cast—Ford, Lincoln—some models.

Air Pump Bracket, Cast—Buick —some models, Chevrolet Corvette; Ford, Lincoln, Mercury—some models; Chrysler, Dodge, Plymouth—all models.

Air Pump Housing, Cast—Most makes, most models.

Carburetor: Air Horn, Body, Spacer, Cast—Most makes, most models.

Fuel Pump Body, Throttle Body Injector, Cast—Most makes and models.

Fuel Filler, Tube Drawn—AMC —some models. VW Rabbit.

Fuel Pump Plate, Sheet—Chevrolet Corvette.

Alternator Housing, Heat Sink —Cast—All makes and models.

Alternator Bracket, Cast — Buick, Cadillac, Chevrolet, Oldsmobile, Pontiac; Ford, Mercury, Lincoln—some models.

Distributor Housing, Cast — All makes and models.

Ignition Module, Cast — Most makes, some models.

Miscellaneous Engine Components: Engine Temperature Sensors, Front Wiring Harness, Fuel Injectors—All makes, most models.

Miscellaneous Fasteners - Screw Machine/Upset Parts: Ashtray Rivets, Distribution Cap Insert, Drive Pinion Gear for Power Door Locks, Headlamp Adjusting Screws, Ignition Cast Insert, Seat Belt Actuator Pins, Stator Rivets, Brake Valve Parts, Windshield Wiper Bolt—All makes, most models.

TRIM MOLDINGS— Sheet, Anodized

Body, Dashboard, Door, Fender, Grill — some. **Lights** — some. **Rocker Panel**—some. **Roof, Window, Windshield** — most makes and models — Buick; Cadillac Fleetwood, Seville; Chevrolet; Chrysler, Dodge, Plymouth—all models; VW Rabbit.

Door Belt Trim Support—Buick, Cadillac Fleetwood, Seville; Chevrolet; Chrysler, Dodge, Plymouth — all models; VW Rabbit.

Door Guards — Sheet, Stainless Steel — Clad — Buick Riviera; Cadillac Eldorado; Oldsmobile Toronado.

Wheel Opening Moldings — Cadillac Cimarron; Buick; Chevrolet; Oldsmobile; Pontiac; Ford, Lincoln, Mercury — most cars; Chrysler — E-Class, Fifth Avenue, New Yorker; Dodge 600, 600ES, Diplomat, Aries; Plymouth Reliant — most cars; AMC Concord, Eagle; VW Rabbit.

WHEELS

Forged — Buick Skylark, Skyhawk; Chevrolet Pickup/Van; Ford — most models; Lincoln Continental; Mercury — most models; Jeep Wagoneer, Eagle. **Sheet** — Chevrolet Corvette — spare.

Cast — Buick Century, Electra, Regal, Riviera; Cadillac Cimarron, Eldorado, Seville; Chevrolet Camaro, Celebrity, Citation, Corvette; Pontiac 2000, 6000, Bonneville, Firebird, Phoenix; Ford — most models; Lincoln — most models; Mercury — most models; Chrysler — optional all; Dodge—optional all; Plymouth —optional all; VW Rabbit.

WHEEL ACCESSORIES— Sheet, Anodized

Hub Caps — Buick; Chevrolet; Ford, Lincoln, Mercury — most models; Chrysler, Dodge, Plymouth—all models.

Trim Rings — Pontiac 1000 and 2000; Dodge Omni, Aries; Plymouth Horizon, Reliant; GMC — all models.

Wheel Covers — Buick, some models; Chevrolet — some models; Pontiac — some models; Chrysler—some models.

Spare Tire Carrier, Extruded — Ford Bronco.

Et cetera

This year's Et cetera includes a variety of charts, including auto scrappage rates, U. S. new car inventories, trends in prices of used cars, auto ownership costs and auto makers advertising expenditures.

During the year ended June 30, 1983, a total of 6.2 million cars were not reregistered and are presumed to have been scrapped, according to figures compiled by R. L. Polk & Co.

This compares with 6.9 million autos scrapped in the previous year and with the record scrappage total of 9.3 million during 1978-79.

Automobiles not reregistered during the period amounted to 5.8 percent of the car population, the smallest percentage since 1958-59 and a drop of less than one percent from 1981-82.

The registered passenger car population in the U. S. was 108.9 million on June 30, 1983, up 2.09 million from the previous year.

The number of trucks in use in the U. S. hit an alltime high of 38.14 million in mid-1983, up 1.16 million from one year earlier. It reversed a three-year decline in growth rates.

At 2.65 million, the number of new truck registrations was the highest since mid-1980. At 1.5 million, the number of trucks scrapped was slightly greater than mid-1982 but still well below the alltime high of 1.92 million sent to the scrappers in 1978-79.

Although new-car registrations in the year ended June 30, 1983 increased for the first time since 1979, more Americans held onto their older models longer than at any time since 1950, according to Polk.

The median age of the U. S. automobile population hit 6.5 years in 1983, up from 6.2 years in the previous year.

Car population, scrappage and inventory trends

New-car registrations between July 1, 1982 and June 30, 1983 numbered 8.3 million, an increase over the previous year's 7.9 million. At the same time, the number of cars 15 or more years of age grew by 1.08 million to a record 7.9 million registered.

The prices of used cars sold at auction were strong throughout 1983. The average "sold" price at wholesale auction opened 1983 at $4,646 and reached a high of $5,241 in October.

The price dipped to $4,308 in December, following the trend posted at holiday time in previous years. The price of used cars bounced back stronger than ever at the start of 1984 and reached their highest average ever, at $5,359 in January. Prices are compiled by Automotive News from used-car auctions throughout the country and computed on a simple average basis.

U. S. new car inventories in 1983 were on the low side throughout the year. A 60-day supply of cars is considered ideal for the industry.

There were only three months of 1983 in which new car inventories were above the 60-day mark—in January, February and March. This is considered normal. The first quarter is the time when auto makers are busy building supplies for the spring selling season.

As new-car sales climbed in 1983, the industry didn't stockpile cars as it used to do. The days of heavy inventories are over for the domestic industry. New-car inventories reached the low point of the year in June and July when a 47-days supply was recorded.

DEALER BUYERS' GUIDE

Continued from Page 191

Wyco Tool Co., Chicago, Ill.

TOOLS

Ammco Tools, N. Chicago, Ill.
Applied Power, Milwaukee, Wis.
Arn-Wood Co., Englewood, Colo.
Black & Decker Mfg. Co., Towson, Md.
Federal-Mogul, Southfield, Mich.
Grigg Specialty Tools,
  Huntington Park, Calif.
Hastings Mfg. Co., Hastings, Mich.
Kent-Moore Corp., Warren, Mich.
KP Industries, Dayton, O.
Owatonna Tool Co., Owatonna, Minn.
Pyroil Co., Albion, Ill.
Robinair Mfg. Corp., Montpelier, O.
Tonka Tools, Mound, Minn.
TRW/Vulcan Tools Div., Buffalo, N.Y.
Vaco Products Co., Northbrook, Ill.

UNIFORMS

Louisville Mfg. Co., Louisville, Ky.
Red Kap Industries, Nashville, Tenn.

WHEEL ALIGNMENT EQUIPMENT

Ammco Tools, N. Chicago, Ill.
Arn-Wood Co., Englewood, Colo.
Bee Line Co., Bettendorf, Ia.
Dynabal Corp., Mountain View, Calif.
Hunter Engineering Co., Bridgeton, Mo.
Kwik-Ezee, Inc., Westbury, N.Y.
Stewart-Warner Corp., Chicago, Ill.
Sun Electric Corp., Chicago, Ill.

MISCELLANEOUS

Aro Corp., Bryan, O.
Autotron Equipment Corp., Mountain View,
  Calif.
Bodyguard Rustproofing Co.,
  Cleveland, O.
Borroughs Div., Kalamazoo, Mich.
Dynabal Corp., Mountain View, Calif.
EIS Automotive, Middletown, Conn.
Ford Parts & Service Div., Livonia, Mich.
Grover Mfg. Corp., Montebello, Calif.
Holt Lloyd Corp., Tucker, Ga.
Jenny Division, Coraopolis, Pa.
Kent-Moore Tool Div., Warren, Mich.
KP Industries, Dayton, O.
Kwik Way Mfg. Co., Marion, Ia.
Lincoln St. Louis, St. Louis, Mo.
Perry-Scott Electric, Seattle, Wash.
Shure Mfg. Co., St. Louis, Mo.
Stephenson, J. O./Probon,
  Grosse Ile., Mich.
Sunnen Products Co., St. Louis, Mo.
Tonka Tools, Mound, Minn.
Wheelabrator-Frye, Inc., Mishawaka, Ind.

Sound systems

A.R.A. Mfg. Co., Grand Prairie, Tex.
Ampersand, Chatsworth, Calif.
Audiovox Corp., Hauppage, N. Y.
Becker of North America, Upper Saddle
  River, N. J.
Biltmore Tire Co., Elk Grove, Ill.
Bosch, Robert, Corp., Broadview, Ill.
Carter Corp., Rockford, Ill.
Clarion Corp., Lawndale, Calif.
Conrad Enterprises, New Orleans, La.
Craig Corp., Compton, Calif.
Custom Van Accessories by C.M.S.,
  Elkhart, Ind.
Dealer Specialties, Ontario, Calif.
Delco Electronics Div., Kokomo, Ind.
Dynascan Corp., Chicago, Ill.
Ford Motor Co. Electrical and Electronics
  Div., Ypsilanti, Mich.
Fujitsu Ten Corp. of America,
  Carson, Calif.
Fulmer, Arthur, Memphis, Tenn.
Ger-Win Vans, Bristol, Ind.
Hop 'Cap, Bremen, Ind.
JIL-America, Compton, Calif.
Lake Communications, Glenview, Ill.
Motorola, Schaumberg, Ill.
Pioneer Electronics, Long Beach, Calif.
SBE, Inc., Watsonville, Calif.
Southern Auto Sound, Tampa, Fla.
Sparkomatic Corp., Milford, Pa.

Tires

Armstrong Rubber Co.
Barnes Tire Co., Newport Beach, Calif.
Bridgestone Tire Co., Torrance, Calif.
Cepek, Dick, Inc., South Gate, Calif.
Cisco International, Maple Glen, Pa.
Cooper Tire Co., Findlay, O.
Denman Rubber Mfg. Co., Warren, O.
Dunlop Tire & Rubber Corp., Buffalo, N.Y.
Firestone Tire & Rubber Co., Akron, O.
General Tire & Rubber Co., Akron, O.
Goodrich, B.F., Akron, O.
Goodyear Tire & Rubber Co., Akron, O.
Kelley-Springfield Tire Co.,
  Cumberland, Md.
McCreary Tire & Rubber Co., Indiana, Pa.
Pro Trac Tire Co., Los Angeles, Calif.
Semperit of America, Northvale, N. J.
Telstar Tyre & Rubber Co.,
  Montgomeryville, Pa.
Uniroyal, Inc., Middlebury, Conn.
Yokohama Tire Corp., Montebello, Calif.

Truck Body & Equipment

ANTI-SKID CONTROL SYSTEMS

AC Spark Plug Div., Flint, Mich.
Bendix Corp., South Bend, Ind.
Bosch, Robert, Corp., Broadview, Ill.
Delco Moraine Div., Dayton, O.
Echlin Mfg. Co., Branford, Conn.
Kelsey-Hayes, Romulus, Mich.
Lucas Industries, Troy, Mich.
Wagner Electric Corp., Parsippany, N. J.

BUSES and BUS HARDWARE

American Transportation Corp., Conway,
  Ark.
Collins Industries, Hutchinson, Kans.
Eagle International, Brownsville, Tex.
FLX, Inc., Evergreen, Ala.
General Automotive Corp.,
  Ann Arbor, Mich.
Gillig Corp., Hayward, Calif.
Sheller-Globe Corp., Lima, O.
Wayne Corp., Richmond, Ind.

COMMERCIAL BODIES

Challenge-Cook Bros., Industry, Calif.
Gichner Mobile Systems, Dallastown, Pa.
La Hass Mfg. & Sales, St. Paul, Minn.
Morrison Div., Buffalo, N. Y.
Pak-Mor Mfg. Co., San Antonio, Tex.
Parkhurst Co., Sedalia, Mo.
Reading Body Works, Reading, Pa.
Sparlingco, Santa Ana, Calif.
Stahl Div., Cleveland, O.
Truck Cab Mfg., Cincinnati, O.
Union City Body Co., Union City, Ind.

DUMP BODIES

Utilimaster Corp., Wakarusa, Ind.
Ateco Equipment, Inc., Pittsburgh, Pa.

FIFTH WHEELS

Fruehauf Div., Detroit, Mich.

SNOW PLOWS and ACCESSORIES

Meyer Products, Cleveland, O.
Western Products Div., Milwaukee, Wis.

TRAILERS

Budd Co., Troy, Mich.
Fruehauf Div., Detroit, Mich.
Miller Trailers, Bradentown, Fla.
Parkhurst Co., Sedalia, Mo.
Tesco-Williamson, Salt Lake City, Utah.
Wells Cargo, Inc., Elkhart, Ind.

WIRING

Grote Mfg. Co., Madison, Ind.

WRECKERS

Dover Corp./Ernest Holmes Div.,
  Chattanooga, Tenn.
Weld Built Body Co., Wyandach, N. Y.

CRANES and HOISTS

Applied Power, Milwaukee, Wis.
Converto Mfg., Cambridge City, Ind.
Correct Mfg. Corp., Delaware, O.
Kwik-Way Mfg. Co., Marion, Ia.
Lincoln-St. Louis Div., St. Louis, Mo.
Santa Anita Mfg. Corp., Temple City, Calif.
Stewart-Warner Corp., Chicago, Ill.
Summers Mfg. Co., Maddock, N. D.
TRW Replacement Div., Cleveland, O.
Venco Mfg., Inc., Cincinnati, O.
Vulcan Equipment Co., Toronto, Ont.
Walker Mfg., Racine, Wis.
Warn Industries, Kent, Wash.
Western Mfg., National City, Calif.

Warranties and Service Contracts

American Warranty Corp.,
  Los Angeles, Calif.
Automobile Warranty Corp., Arvada, Colo.
C.P.P. Insurance Agency,
  Palm Desert, Calif.
Gamut Investments, Kansas City, Mo.
General Warranty Corp., Marina Del Rey,
  Calif.
Healthy Wheels/Happy Wheels,
Legion Management Corp.,
  Overland Park, Kans.
Magic Plan/Magic Girl, Reseda, Calif.
Mechanical Insurance Associates,
  Encino, Calif.
Motors Insurance Corp., New York, N. Y.
National Automobile Services, Inc.,
  Coral Springs, Fla.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.

(Thousands of Units)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW-CAR REGISTRATIONS								
Western Europe	10,460	10,514	10,861	10,931	11,113	11,308	11,504	11,738
% Change	4.2	0.5	3.3	0.6	1.7	1.8	1.7	2.0
North America	10,020	11,168	11,642	11,730	11,867	12,198	12,568	12,895
% Change	15.3	11.5	4.2	0.8	1.2	2.8	3.0	2.6
Japan	3,126	3,227	3,307	3,406	3,321	3,411	3,510	3,611
% Change	2.9	3.2	2.5	3.0	−2.5	2.7	2.9	2.9
CAR PRODUCTION								
Western Europe	11,104	11,125	11,387	11,298	11,414	11,575	11,759	11,976
% Change	8.4	0.2	2.4	0.8	1.0	1.4	1.6	1.8
U. S.	6,821	7,668	7,703	7,615	7,625	7,643	7,788	7,881
% Change	37.1	12.4	0.5	−1.1	0.1	0.2	1.9	1.2
Japan	7,152	7,410	7,640	7,735	7,689	7,858	8,051	8,239
% Change	3.8	3.6	3.1	1.2	−0.6	2.2	2.5	2.3
NEW-TRUCK REGISTRATIONS								
Western Europe	1,083	1,067	1,109	1,133	1,154	1,179	1,196	1,196
% Change	2.1	−1.5	3.9	2.2	1.9	2.2	1.4	0
U. S.	3,129	3,792	3,941	4,061	4,101	4,271	4,467	4,629
% Change	22.3	21.2	3.9	3.0	1.0	4.1	4.6	3.6
TRUCK PRODUCTION								
Western Europe	1,282	1,288	1,338	1,395	1,423	1,461	1,487	1,492
% Change	−0.7	0.5	3.9	4.3	2.0	2.7	1.8	0.3
N. Amer. Light Trucks	2,688	3,339	3,413	3,592	4,033	3,766	3,966	4,117
% Change	N.A.	24.2	2.2	5.2	12.3	−6.6	5.3	3.8

TV ADVERTISING

(In thousands of dollars)

	January-June, 1983			January-June, 1982		
	Spot	Network	Total	Spot	Network	Total
Ford Motor	19,230.1	93,881.3	113,111.4	10,885.0	62,792.2	73,577.2
General Motors	12,687.3	78,415.3	91,102.6	11,524.2	72,321.1	83,845.3
Chrysler Corp.	9,406.1	37,128.6	46,534.7	12,729.7	34,511.4	47,241.1
Nissan Motor	22,091.2	13,168.0	35,259.2	17,534.1	11,422.3	28,956.4
Toyota Motor	20,973.6	9,172.0	30,145.6	21,341.4	9,212.0	30,553.4
Volkswagen	7,225.3	9,909.9	17,135.2	10,149.9	11,523.8	21,673.7
American Motors	3,941.5	27,240.7	31,182.2	10,356.8	12,388.7	22,745.5
Honda	9,380.5	24,938.9	34,319.4	6,532.6	22,067.6	28,600.2
Mazda	1,486.6	15,595.8	17,082.4	5,934.1	14,841.7	20,775.8
TOTAL	106,422.2	309,450.5	415,872.7	106,987.8	251,080.8	358,068.6

Compiled by Television Advertising Bureau from Broadcast Advertisers Reports.

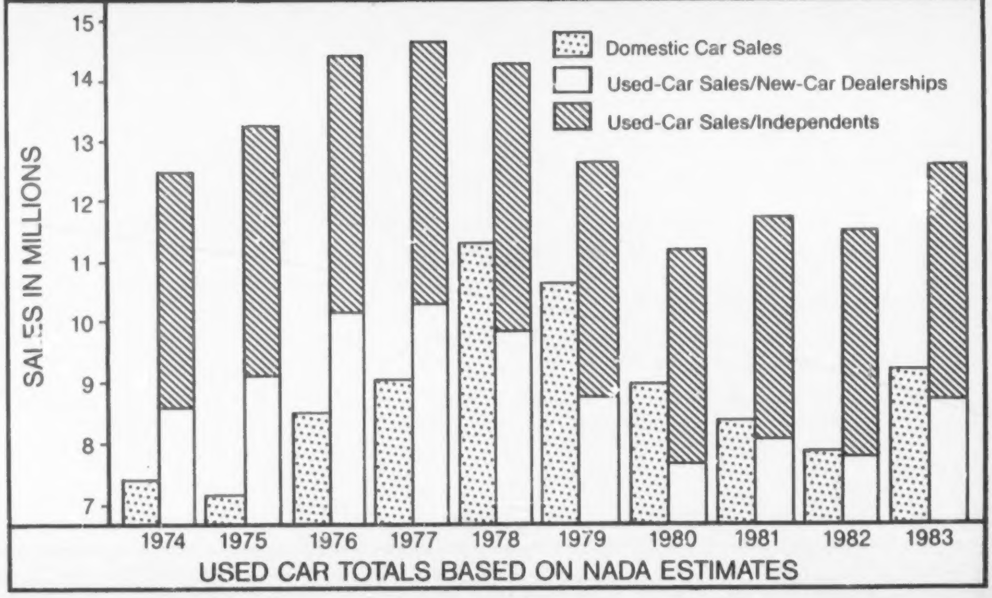
TV ADVERTISING EXPENDITURES FOR SELECTED IMPORTERS

(includes passenger cars & trucks)

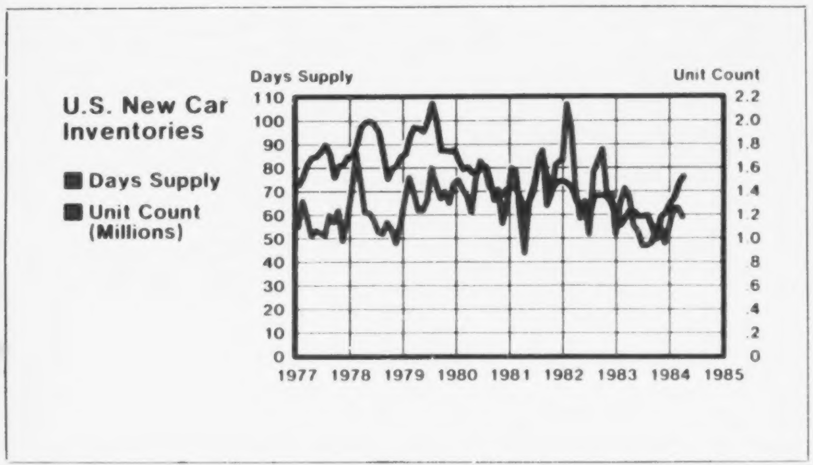
	1982			1983			
	Network	Spot	Total	Network	Spot	Total	Percent Change
1. Nissan	$24,548,100	$35,289,100	$59,837,200	$33,602,900	$43,116,900	$76,719,800	+ 28
2. Toyota	21,244,000	44,762,100	66,015,000	22,852,500	42,505,600	65,358,100	− 1
3. Volkswagen	23,028,200	17,119,700	40,147,900	22,177,600	16,917,800	39,095,400	− 3
4. Mazda	26,709,700	10,736,500	37,446,200	27,175,900	2,265,500	29,441,400	− 21
5. Honda	12,897,700	1,205,000	14,102,700	19,943,900	2,514,700	22,458,600	+ 59
6. Subaru	8,568,900	3,972,900	12,541,800	11,908,700	5,175,900	17,084,600	+ 36
7. Mercedes-Benz	8,543,900	1,430,300	9,974,200	12,677,100	2,229,100	14,906,200	+ 49
8. Mitsubishi	....	3,402,900	3,402,900	....	11,438,200	11,438,200	+236
9. BMW	1,838,200	5,865,600	7,703,800	1,488,200	3,719,000	5,207,200	− 32
10. Peugeot	....	1,207,300	1,207,300	....	4,742,900	4,742,900	+293
11. Volvo	344,700	2,902,100	3,246,800	225,300	4,242,400	4,467,700	+ 38
12. Isuzu (Amer. Isuzu)	1,563,000	3,214,800	4,777,800	1,735,800	2,560,800	4,296,600	− 10

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

NEW & USED-CAR SALES COMPARISON



USED CAR TOTALS BASED ON NADA ESTIMATES



U.S. AVERAGE ANNUAL COSTS TO OWN AND OPERATE SELECTED 1984 MODELS

Make/Model	Cyl./Engine	Drivetrain	Operating (Variable)	Ownership (Fixed)	Total
Subcompact					
Chevrolet/Chevette	4/1.6L	RWD	$1,430	$2,428	$3,858
Ford/Escort L	4/1.6L	FWD	1,430	2,549	3,979
Compact					
Ford/Mustang L	4/2.3L	RWD	1,610	2,875	4,485
Plymouth/Reliant	4/2.2L	FWD	1,530	2,725	4,255
Intermediate					
Ford/LTD	4/2.3L	RWD	1,650	2,929	4,579
Oldsmobile/Ciera LS	4/2.5L	FWD	1,600	2,924	4,524
Mercury/Marquis	4/2.3L	RWD	1,650	3,014	4,664
Dodge/600	4/2.2L	FWD	1,610	2,973	4,583
Sports Specialty Cars					
Chevrolet/Camaro	4/2.5L	RWD	1,730	3,208	4,938
Chrysler/Laser	4/2.2L	FWD	1,490	3,215	4,705
Luxury					
Lincoln/Continental	8/5.0L	RWD	2,230	5,726	7,956
Cadillac/Eldorado	8/4.1L	FWD	2,130	5,704	7,834

BASIS: All costs based on 3 years/60,000 miles of ownership. All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio, wheel covers, body side moldings, and remote left mirror. Operating expenses include gasoline, oil, maintenance, and tires. Ownership expenses include licensing, depreciation, financing, taxes, and insurance ($100 deductible for comprehensive, $100/300/50M for property damage and personal liability, plus $250 deductible for collision).

Source: Runzheimer and Co., Inc.

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days*
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	78
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83½
August 1	1,675,193	87½
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81½
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58½
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78½
August 1	1,377,130	83
September 1	1,379,434	88
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71½
March 1	1,248,384	68
April 1	1,235,313	55½
May 1	1,193,296	53
June 1	1,194,510	47
July 1	1,209,000	47
August 1	1,102,103	48
September 1	1,087,570	55
October 1	1,195,755	55
November 1	1,224,092	48
December 1	1,307,756	55
1984		
January 1	1,357,995	63
February 1	1,477,399	63
March 1	1,537,290	59

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1984

		March	$5,162
		Feb.	5,340
		Jan.	5,359

1983

Dec.	$4,308	June	$5,138
Nov.	5,059	May	5,173
Oct.	5,241	April	5,069
Sept.	5,190	March	5,010
Aug.	5,159	Feb.	4,733
July	5,172	Jan.	4,646

1982

Dec.	$4,505	June	$4,708
Nov.	4,569	May	4,799
Oct.	4,513	April	4,710
Sept.	4,807	March	4,781
Aug.	4,910	Feb.	4,687
July	4,885	Jan.	4,904

1981

Dec.	$4,117	June	$4,286
Nov.	4,315	May	4,326
Oct.	4,364	April	4,116
Sept.	4,321	March	4,076
Aug.	4,548	Feb.	4,076
July	4,398	Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1983-82 PRICE AVERAGE BY MONTH AT AUCTIONS

1983	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1983	$10,679	$12,350	$10,292	$8,595	$10,203	$10,112	$11,178	$10,166	$9,960	$10,112	$9,086	$9,683
1982	7,253	7,711	8,112	8,142	8,011	8,070	7,622	7,702	7,629	7,653	7,035	6,445
1981	5,844	5,989	6,046	6,140	6,258	6,142	6,164	6,158	6,179	6,114	5,739	5,414
1980	4,814	5,913	5,195	5,342	5,198	4,906	5,281	5,129	5,193	5,185	4,813	4,734
1979	4,235	4,398	4,589	4,498	4,630	4,644	4,529	4,577	4,613	4,386	4,095	3,955
1978	3,175	3,293	3,496	3,511	3,444	3,475	3,353	3,579	3,405	3,316	3,187	2,959
1977	2,573	2,378	2,637	2,828	2,705	2,779	2,645	2,781	2,523	2,365	2,475	1,895
1976	1,679	1,773	2,232	2,012	2,199	1,877	2,113	1,926	1,811	1,868	1,791	....
Overall Average	$ 4,646	$ 4,733	$ 5,010	$5,069	$ 5,173	$ 5,138	$ 5,172	$ 5,159	$5,190	$ 5,241	$5,059	$4,308

1982	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1982	$7,432	$7,719	$9,019	$8,891	$9,102	$9,646	$9,371	$8,749	$8,253	$7,962	$6,961	$6,811
1981	6,435	6,422	6,839	6,979	6,995	6,892	6,824	6,591	6,564	6,457	6,141	6,157
1980	5,144	5,282	5,439	5,472	5,439	5,367	5,377	5,348	5,204	5,115	4,904	4,811
1979	5,184	4,487	4,759	4,638	4,807	4,768	4,823	4,830	4,907	4,511	4,479	4,148
1978	3,633	3,658	3,849	3,764	3,874	3,637	3,872	3,867	3,822	3,493	3,424	3,125
1977	2,857	2,783	2,953	2,917	2,986	2,950	2,935	3,038	3,010	2,812	2,822	2,649
1976	2,343	2,189	2,281	2,183	2,146	2,041	2,103	2,046	1,976	2,091	2,001	2,021
1975	1,854	1,798	1,695	1,491	1,539	1,415	1,686	1,357	1,271	1,355	......	......
Overall Average	$4,904	$4,687	$4,781	$4,710	$4,799	$4,708	$4,885	$4,910	$4,807	$4,513	$4,569	$4,505

1983 CROSS BORDER AUTO SHIPMENTS

Company— Division & Makes Names	# Cars Built in Canada for sale in the U. S. in 1983 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1983 Cal. Yr.
AMERICAN MOTORS	27,671	21,041
Encore	....	4,777
Concord	5,620	....
Eagle	18.748	176
SX4	2,652	....
Alliance	....	16,088
Spirit	651	....
CHRYSLER CORP.	96,469	160,420
Plymouth Total	12,419	53,723
Horizon	....	18,664
Reliant	....	28,634
Caravelle†	....	6,425
Gran Fury	12,419	....
Chrysler Total	7,700	47,354
Cordoba	7,700	....
LeBaron	....	34,728
Laser	....	2,963
Chrysler E-Class	....	7,842
Fifth Avenue	....	1,821
Dodge Total	76,350	59,343
Imperial	878	....
Mirada	2,670	....
Omni	....	20,316
Aries	....	25,584
New Yorker	52,960	3,027
Daytona	....	1,246
Dodge 400	....	4,046
Dodge 600	....	5,031
Diplomat	19,842	93
FORD MOTOR	210,699	91,404
Ford Division	170,440	55,519
Escort	38,171	12,619
Fairmont	....	2,890
Mustang	....	11,295
LTD	16,474	13,104
Thunderbird	....	16,743
Crown Victoria	12,995	4,715
EXP	10,861	50
Tempo	91,939	103
L-M Division	40,259	35,885
Mercury Total	40,259	32,489
Lynx	8,268	5,396
Capri	....	3,530
Zephyr	....	1,522
Marquis	....	8,761
Cougar XR-7	....	8,179
Grand Marquis	....	5,059
LN7	1,726	....
Topaz	30,265	42
Lincoln Total	....	3,396
Continental	....	366
Lincoln	....	2,175
Mark VI/VII	....	855
GENERAL MOTORS	401,048	223,151
Buick Division	....	39,285
Skylark	....	8,454
Skyhawk	....	3,540
Century	....	9,564
Regal	....	7,410
Buick	....	9,033
Riviera	....	1,284
Electra (fwd)	....	....
Cadillac Division	....	4,819
Cimarron	....	222
Seville	....	619
Eldorado	....	893
Cadillac	....	3,085
Chevrolet Division	158,400	85,366
Chevette	....	24,942
Cavalier	....	21,766
Celebrity/Malibu	....	11,078
Camaro	....	13,316
Citation	....	6,002
Monte Carlo	....	6,225
Chevrolet	158,400	1,063
Corvette	....	974
Oldsmobile Division	32,442	38,784
Omega	....	6,499
Firenza	....	3,804
Cutlass Supreme	32,442	201
Cutlass Ciera	....	11,925
Oldsmobile	....	11,250
Olds 98 (fwd)	....	4,000
Toronado	....	1,105
*Pontiac Division	210,206	54,897
Acadian	....	15,085
2000 Sunbird	....	17,241
1000	....	1,228
Firebird	....	9,390
Phoenix	....	6,217
Bonneville/6000	....	2,163
Parisienne	....	1,241
Fiero	....	2,332
VOLKSWAGEN	....	13,238
TOTAL CARS	735,887	509,254

*Pontiac figures were not available by car line.

U. S. CAR SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars in Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis. During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
1981	105,838,582	1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5
1982	106,867,108	1983	108,961,215	2,094,107	8,336,651	6,242,544	2.0	74.9	5.8

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
1981	36,069,197	1982	36,986,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0
1982	143,853,645	1983	147,104,519	3,250,874	10,984,389	7,733,515	2.3	70.4	5.4

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Market Data Book Index

Page

Adjustable steering columns, factory installations 71
Advertising, TV 194
Air conditioning installations 72
Aluminum, use in cars 92
Assembly plants, cars and trucks 18
Associations, auto industry 138
Association managers, new-car dealers 136-137
Auctions, price averages by model year 195
Auctions, used-car price trends 195
Auto industry associations 138
Auto industry top executives 94-137
Auto industry Roster of Companies 138-187
Auto makers, top 12 worldwide 4
Automatic transmission installations 71
Auto prices, imports 62-64
Auto prices, U. S. 59-60
Axle ratios, imports 52-53
Axle ratios, U. S. cars 43-45

Body designations 46, 50
Brakes, power, installations 72
Buyers' guide, dealers 188-194

Canada, car and truck assembly plants 18
Canada, car production 8
Canada, truck production 14
Canada-U. S. cross-border shipments 196
Car assembly plants 18
Car price, average retail 59, 60
Car prices, imports 62-64
Car prices, U. S. 59-62
Car scrappage since 1950 196
Companies in auto industry 138-187
Cost of operating cars 195
Cross-border shipments, U. S.-Canada 196

Dealer association managers, state, local 136-137
Dealer buyers' guide 188-194
Dealers, car sales per 20, 22
Dealers, import 83
Dealers, dollar sales 84
Dealers, truck 84
Dealers, truck registrations per 22
Dealers, U. S. makes 83
Denmark, registrations 40
Diesel car sales 66
Diesel, car installations 66
Diesel trucks, factory sales 14
Delivery (multistop) trucks, factory sales 14
Dimensions, imports 52-53
Dimensions, U. S. cars 43-45
Dollar sales, U. S. car makers 75
Dollar sales, U. S. new-car dealers 84

Electronic options 71
Engines, four-cylinder, installations 66
Engines, options 66
Engines, six-cylinder, installations 66
Engines, specifications, imports 52-53
Engines, specifications, U. S. cars 43-45
Engines, V-8, installations 66
Executives, auto industry 94-137

Factory sales, special body trucks 14
Financial data 75
Four-cylinder engine installations 66
Franchises, domestic 83
Franchises, import 83

Geographical trends in production 18
GVW, truck registrations by 38

Page

Import dealers 83
Imports, franchises 83
Imports, outlets 83
Imports, prices 62-64
Imports, retail outlets 83
Imports, sales, by makers, since 1974 30
Imports, sales by model 30
Imports, sales per outlet 22, 30
Imports, specifications 52-53
Inventories, U. S. new cars 195

Japan, exports 84
Japan, registrations 40

Light-truck specifications 45

Machine tool orders 88
Machine tool shipmetns 88
Managers of state and local dealer associations 136-137
Manufacturers review 73-78
Market class, models offered 56
Market class, sales by month 26
Market shares, new-car registrations 40
Models, by size class 56
Models offered, by make 56
Models, offered, by market class 56
Models, prices compared 59-62
Multistop delivery trucks, factory sales 14

NADA presidents 83
New-car inventories 195
New-car registrations, by divisions 20
New-car registrations by make and states 24
New-car registrations since 1946 34
New-car registrations, by models 20
New-truck registrations by GVW 38
New-truck registrations, by make and years 38
New-truck registrations, by states 32

Operating costs of cars 195
Options, adjustable steering column installations 71
Options, air conditioning 72
Options, automatic transmission installations 71
Options, diesel installations 66
Options, electronic 71
Options, engines 66
Options, five-speed transmission installations 71
Options, four-cylinder engine installations 66
Options, four-speed transmission installations 71
Options, power brake installations 72
Options, power equipment 72
Options, power side window installations 72
Options, power steering installations 72
Options, radio installations 68
Options, rear window defogger installations 72
Options, six-cylinder engine installations 66
Options, steel radial tire installations 70
Options, stereo tape unit installations 68
Options, tires [illegible]
Options, turbochargers 70
Options, V-8 engine installations 66
Options, whitewall tire installations 70
Outlets, imported cars 83
Outlets, trucks 84
Outlets, truck registrations per 22

Plastics shipments 88
Power brake installations 72
Power equipment options 72
Power side window installations 72
Power steering installations 72

Page

Presidents, NADA 83
Price, average retail, new car 59
Price, average retail, used car 60
Prices, compared by model 59-62
Prices, imported cars 62-64
Prices, U. S. cars 59-62
Prices, used car averages by model year 195
Prices, used car trend 195
Profits, losses, U. S. car makers 75
Production, by calendar years 18
Production, by country 4
Production, by geographic regions, U. S. 18
Production, by make and month, U. S. 6
Production, by model years, U. S. 18
Production, by size category, U. S. 10
Production, calendar year, U. S. 10
Production, Canadian cars, by make & month 8
Production, Canadian, shares of total 8
Production, Canadian cars by calendar year 8
Production, Canadian trucks, by calendar year 8
Production, geographical trends, U. S. 18
Production, model run, by size class 16
Production, model year, by make 16
Production, top 12 worldwide 4
Production, total by months 14
Production, truck, Canadian 14
Production, truck, by make and month 14
Production, truck totals by month 14
Production, van and light truck 14
Production, where cars, trucks are built 18
Production, World 4

Reinforced plastics shipments 88
Radial tires, steel-belted, installations 70
Radios, factory installations 68
Registrations, Austria 40
Registrations, Belgium 40
Registrations, Japan 40
Registrations, Netherlands 40
Registrations, new cars by division 20
Registrations, new cars, by makes and states 24
Registrations, new-car market shares 40
Registrations, new-cars, by model 20
Registrations, new-car since 1946 34
Registrations, new trucks by states 32
Registrations, overseas 40
Registrations, per outlet, trucks 22
Registrations, records, cars and trucks 26
Registrations, truck, since 1951 38
Registrations, trucks 20
Registrations, trucks, by make and GVW 38
Registrations, trucks, by make and state 32
Registrations, trucks, by makes and year 38
Registrations, UK 40
Registrations, U. S. 20
Registrations, W. Germany 40
Retail outlets, domestic 83
Retail outlets, imports 83
Retail outlets, trucks 84
Roster of auto firms, executives 138-187

Sales, by make 22
Sales, by market class 26
Sales, by month, by market class shares 26
Sales, by nameplate 22
Sales, cars, by year 26
Sales, diesel cars 66
Sales, dollar, U. S. dealers 84
Sales, dollar, U. S. makers 75
Sales, imports 30
Sales, imports, by make, since 1974 30
Sales per outlet by size categories 26
Sales per outlet, cars, by years 20
Sales per outlet, imports 22

Page

Sales per outlet, U. S. makes 20, 22
Sales, trucks, Big 3 22
Scrappage, cars, since 1950 196
Scrappage, trucks, since 1950 196
Six-cylinder engine installations 66
Size categories, production by 10
Sound equipment installations 68
Specifications, imported cars 52-53
Specifications, imported light trucks 54
Specifications, light trucks 45
Specifications, U. S. makes 43-45
State and local dealer association managers 136-137
States, new-car registrations by 24
States, new-truck registrations by 32
Steel-belted radial tires, installations 70
Steering column, adjustable, installations 71
Steero tape units, factory installations 68
Supplier review 87-92

Tire sizes, U. S. cars 43-45
Tire sizes, imported cars 52-53
Tires, steel radial, factory installations 70
Tires, whitewall, raised-letter, installations 70
Top executives in auto industry 94-137
Transmission, automatic, installations 71
Transmission, five-speed installations 71
Transmission, four-speed, installations 71
Truck assembly plants 18
Truck production, totals by month 14
Truck scrappage 196
Trucks, Canadian production by months 14
Trucks, factory sales of special vehicles 14
Trucks, multistop delivery, factory sales 14
Trucks, production by make and month 14
Trucks, registrations 20
Trucks, registrations by make and GVW 38
Trucks, registrations by make and state 32
Trucks, registrations by makes and years 38
Trucks, registrations per outlet 22
Trucks, registrations, shares by make 20
Trucks, light, specifications 45
Trucks, sales, Big 3 22
Trucks, sales outlets 84
Trucks, 3 or more axles, factory sales 14
Trucks, van and light truck production 14
Turbocharger installations 70
TV advertising 194

UK, registrations 40
Used car, average auction prices by model year 195
Used car, average retail price 60
Used cars, sales by franchised dealers 84
Used cars, trend in prices 195
U. S.-Canada cross-border shipments 196

Vehicles in operation 196
Vehicle producers, top 12 worldwide 4

West Germany, registrations 40
Wheelbases, imported cars 52-53
Wheelbases, U. S. cars 43-45
Where cars, trucks are built 18
Whitewall tires, factory installations 70
Who's Who in Auto Industry 94-137
Windows, power side, installations 72
World production, car and truck 4
World production, since World War II 4
Worldwide production, top 12 4

Zinc, use in cars 88

PRINTED IN UNITED STATES

C2700-1
5/1/84

Automotive News®

April 30, 1984

59th year—$40 per year, $1.00 per copy

© Entire contents copyright, 1984, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

AMC opens up

Joe Wilssens

Upcoming convertible bows for stockholders

American Motors unveiled its first convertible in 17 years at last week's annual stockholders' meeting in Toledo. Based on the Renault Alliance, the convertible will go on sale this fall as a 1985 model. A 1.7-liter engine and five-speed transmission will be standard. Story on Page 3.

breaking news

GM profits are a record $1.6 billion for quarter

DETROIT. — General Motors reported that sales and profits for the first quarter were the highest of any quarter in its history. The company had net income of $1,614 million on sales of $22.9 billion. The previous highs were achieved just one quarter earlier with profits of $1,297 million on sales of $20.8 billion in the final three months of 1983. The first-quarter profits were 2½ times the $653 million in the first quarter of last year, and sales were up 37 percent from last year's $16.7 billion.

Audi boosts prices and dealer discount

TROY, Mich.—Volkswagen of America has increased the dealer discount and the prices on most Audi models. The discount rose to 15 percent from 14.5 percent on Audi 4000 units and to 17.5 percent from 16.5 percent on the Audi 5000 series. Price hikes on the 4000 were $85 on the GT Coupe, $260 on the four-door sedan and $330 on the Quattro four-door sedan. On the 5000 line, the boosts were $410 on the four-door sedan, $435 on the wagon and $455 on the Turbo four-door sedan.

Hawkins to head ITT auto operation

DETROIT.—Art Hawkins, formerly senior vice president and general manager of Walker Mfg. Co., a division of Tenneco, is joining ITT this week as head of its Automotive Products Worldwide operation, headquartered in suburban Bloomfield Hills. Hawkins had held a number of engineering and administrative positions at Chrysler Corp. before joining Walker.

California outlet on market for $15 million

Prices of dealerships rise

By Michelle Krebs
Staff Writer

The boom in new-car sales has triggered a dramatic turnaround in the dealership market.

What was a buyer's market only six months ago has turned to a seller's market, and the increased demand has caused price tags on dealerships to soar. Some industry observers say prices have never been higher.

Prices vary depending on location, the kind of franchise and the franchise's track record.

The highest prices are being demanded for dealerships — particularly those that sell high-ticket European models such as Mercedes-Benz and BMW as well as the popular Japanese brands — in growing areas including California, Florida and the rest of the Sunbelt.

Robert McElwaine, president of the American International Automobile Dealers Assn., said he knows a Mercedes-Benz dealership in Southern California is on the market for $15 million.

"That's the highest I've ever heard of. Maybe it's a new world's record," he said.

He said a BMW/Rolls-Royce dealership in Southern California sold recently for $3.5 million. The purchase arrangement included only the dealership, not the property on which the dealership stands, and requires an additional $42,000 a month in rent.

- "If you want to come to Denver to try to buy a dealership, you'd better bring bags of money," said William Barrow, executive vice president of the Metropolitan Denver Auto Dealers Assn. and the Colorado Automobile Dealers Assn.

"You could buy a bunch of Ford stores two years ago for inventory," Barrow added. "Today it's difficult, at least in Denver, to buy a Ford store at all. Ford has come on stronger than anyone ever thought it could two years ago."

Barrow noted the price also depends on how badly the owner wants to sell and how much cash he wants up front.

Dealer consultants say this is the time for dealers to sell. However some, who may have contemplated selling, now are reluctant. After two years of limited profits, dealers are seeing the cash roll in and are hesitant to sell out until they've made back some of their losses.

"If someone is going to sell, now is the time," said dealer consultant Lloyd Howard.

Creative financing emerging as dealership prices climb. Page 50.

On the other hand, buyers have seen the last of the good deals.

"People wanting to buy a dealership waited to see if the car business turnaround was for real. They waited to see if it would last beyond two months," Howard added. "Some waited too long to get a good buy."

- Few bargains remain. While price tags have soared out of sight, the amount of Blue Sky that sellers demand has skyrocketed as well. (Blue Sky is the amount the seller receives on anticipated future profits.) A million dollars in Blue Sky is not uncommon.

"A year or two ago, when business was bad, a dealership sold without any Blue Sky," Howard said. "Today, they are taking top dollar. GM, Ford, Lincoln - Mercury dealerships and popular imports are getting healthy Blue Skys — as much as one to three years of potential profit.

"If a dealer made $800,000 in the past year, he's not going to sell unless he gets at least that much in Blue Sky," Howard added.

"We're seeing all kinds of prices," said Martin Swig, dealer/owner of the San Francisco AutoCenter. "We're hearing about a half million and a million dollars in Blue Sky in addition to assets."

Industry observers see the trend continuing through at least the next six months.

"The number of people who want dealerships far outnumber those who are selling — just like when Coors set up distributorships," said Kim Ross, of the New Car Dealers Assn. of Dallas. "And in a growth market, there are plenty of people with plenty of money."

Changes sought include chain outlets, minimum investment

Work begins on 1985 GM franchise

By Richard Johnson
Staff Writer

General Motors dealers in the U. S. are seeking to ease corporate restrictions on chain ownership and reduce minimum investment standards for dealer principals as they begin work on a new franchise agreement to replace a pact which expires next year.

But after winning several major concessions in a basic sales contract approved in 1980, NADA representatives do not foresee any sweeping changes in the 1985 agreement.

The dealer organization is concentrating instead on a variety of technical matters, according to Robert Daly, NADA executive director for communications and industry relations. The most glaring issue pitting U. S. dealers and manufacturers — the question of fleet subsidies — is being left to the legislative arena.

Daly said NADA will focus more attention on corporate dealer relations policy behind

Continued on Page 50, Col. 1

Strategic planning at Ford
Page 2

NEWSPAPER

Administration to fight domestic-content law

WASHINGTON. — With domestic-content hearings before a Senate committee only a few weeks away, the Reagan Administration is again prepared to offer vigorous opposition.

Commerce Secretary Malcolm Baldrige has taken the occasion to write Senator Robert Packwood, Oregon Republican, that the proposal violates the General Agreement on Tariffs and Trade (GATT), would invite retaliation from trading partners and would be a job-loser.

Packwood, already on record as an opponent of domestic content but yielding to a plea for hearings from Senator Don Riegle, Michigan Democrat, who sponsors the UAW-backed measure, has set several hearings.

Two will be in Washington; one will be in Portland, Ore., where dock workers and exporters to Japan may oppose it; one will be in Des Moines, where farmers may also oppose it, and one will be in Michigan, where auto workers may be heard along with auto companies, the former for the bill and the latter against it.

Baldrige, calling it anti-consumer, predicted a domestic-content law would increase auto prices 4.5 percent or about $450.

He called the domestic auto industry the "real success story" of the 1983 recovery, with each week bringing more good news.

He noted the 17-percent improvement in sales in 1983 over 1982 and predicted an even better 1984.

He also noted that productivity rose and so did employment. In short, neither the U. S. economy nor the domestic auto industry need protection, he said.

Last November, the domestic-content bill passed the Democratic controlled House, 219-199. Passage in the Republican-controlled Senate, especially with opposition from the Reagan Administration, is thought less likely.

Packwood, in an address to the Automobile Importers Assn., issued a strong warning to the Japanese that their country needs to open its market to beef, citrus and wood.

He pleaded with representatives of Japanese companies in his audience "not to make it so difficult politically that it becomes almost suicide to be on your side."

Packwood referred to a Ford Motor Co. statement dismissing the opening of Japan to more U. S. beef as being "symbolic" since the amount of beef was equal only to about 19,000 cars, but Packwood stressed that in countries in the Far East, "symbolism" is very important.

Even if moves made toward freer trade are not always equivalent, he said, small moves put the burden on American industry to compete with the Japanese.

While telling the importers that he has in the past been with them, it was clear that Packwood was warning that he could not always be counted on unless American companies have greater access to the Japanese market.